

MODERN PACKAGING



DESIGNED BY

When your package is designed "by Barnes Crosby Company"
that is the equivalent of saying that it is artistically,
scientifically and modernistically designed. Artistically
to please the aesthetic Scientifically
to focus the customer's attention . . . Modern-
istically to be outstandingly in the vogue,
and altogether to move more merchandise at the point of sale.

Write . . . wire or phone.

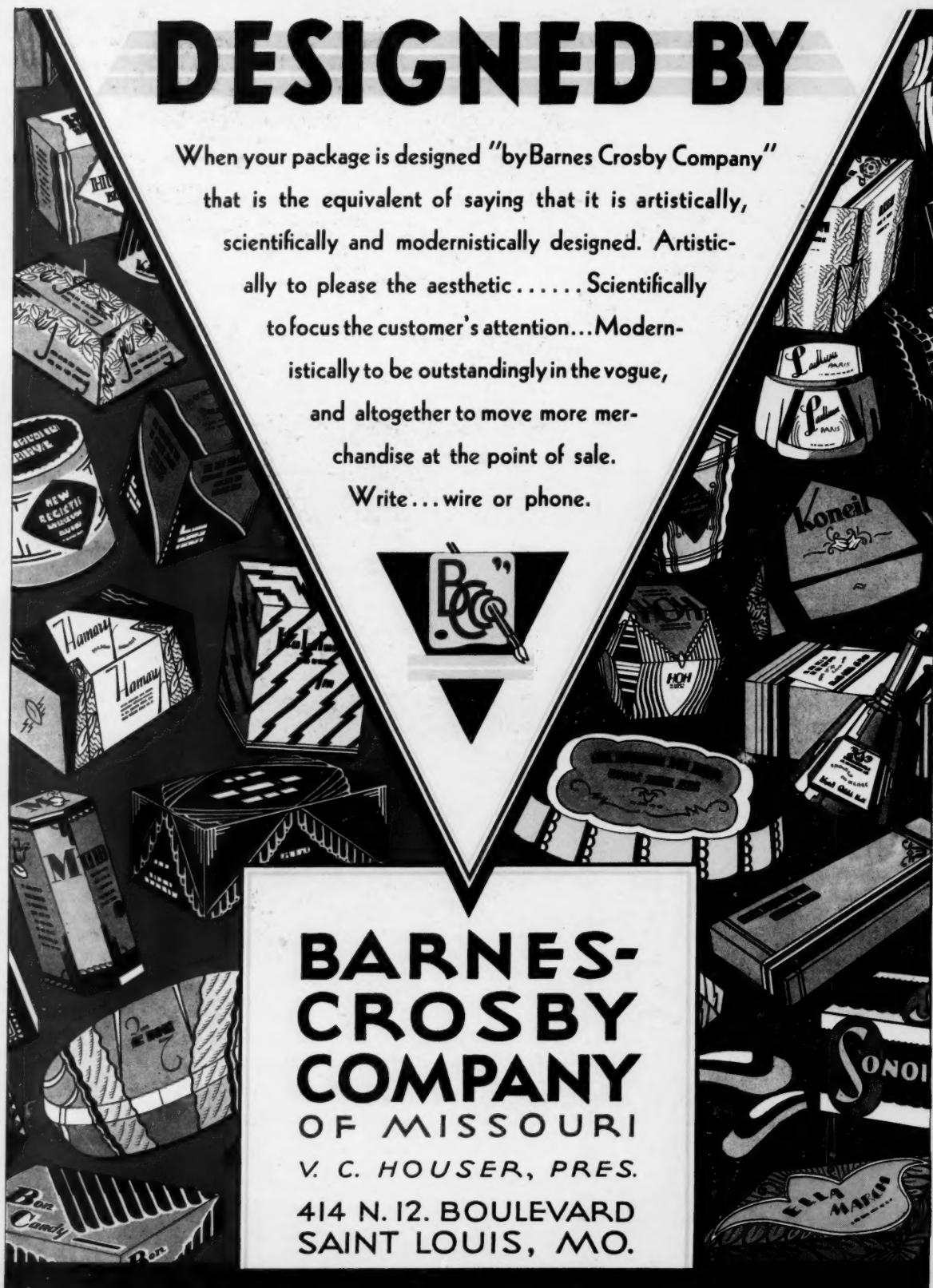


BARNES- CROSBY COMPANY

OF MISSOURI

V. C. HOUSER, PRES.

414 N. 12. BOULEVARD
SAINT LOUIS, MO.



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Permit No. 2656



All Fingers Point to Protected Packages

IN every store throughout the land—wherever merchandise is sold—millions of consumer-fingers point to packaged products that are safeguarded by protective wrappers.

Experience guides this selection—knowledge that the proper waxed, or parchment paper means a fresh, clean product—one unaffected by foreign odors and contaminating influences.

In meeting this public preference—in assuring the delivery of goods in the same

perfect condition that they leave the factory—many leading manufacturers have turned to the KVP Co. for the most efficient and economical answer to their problem.

You, also, will find, in the manufacturing and service facilities of the world's model paper mill, a protective paper that will exactly meet your specific needs. Our fully-equipped research laboratory is unreservedly placed at your disposal. Today—write for complete details and information.

KALAMAZOO
VEGETABLE PARCHMENT CO.
KALAMAZOO MICHIGAN



MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 3

MAY, 1930

No. 9

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THE package shown on the front cover is a lithographed tin box in attractive colors. Reproduced by courtesy of American Can Co.

READERS will undoubtedly be interested in the article "The Slacker Package Is Saying Good-bye," which appears on page 40 of this issue. Mr Fawcett has presented both sides of the controversy that relates to the Haugen Bill and offers an interpretation that will be welcomed by users of packages.

BRESKIN & CHARLTON PUBLISHING CORPORATION

11 Park Place, New York, N. Y.

Publishers also of "Packaging Catalog" and "Modern Boxmaking"

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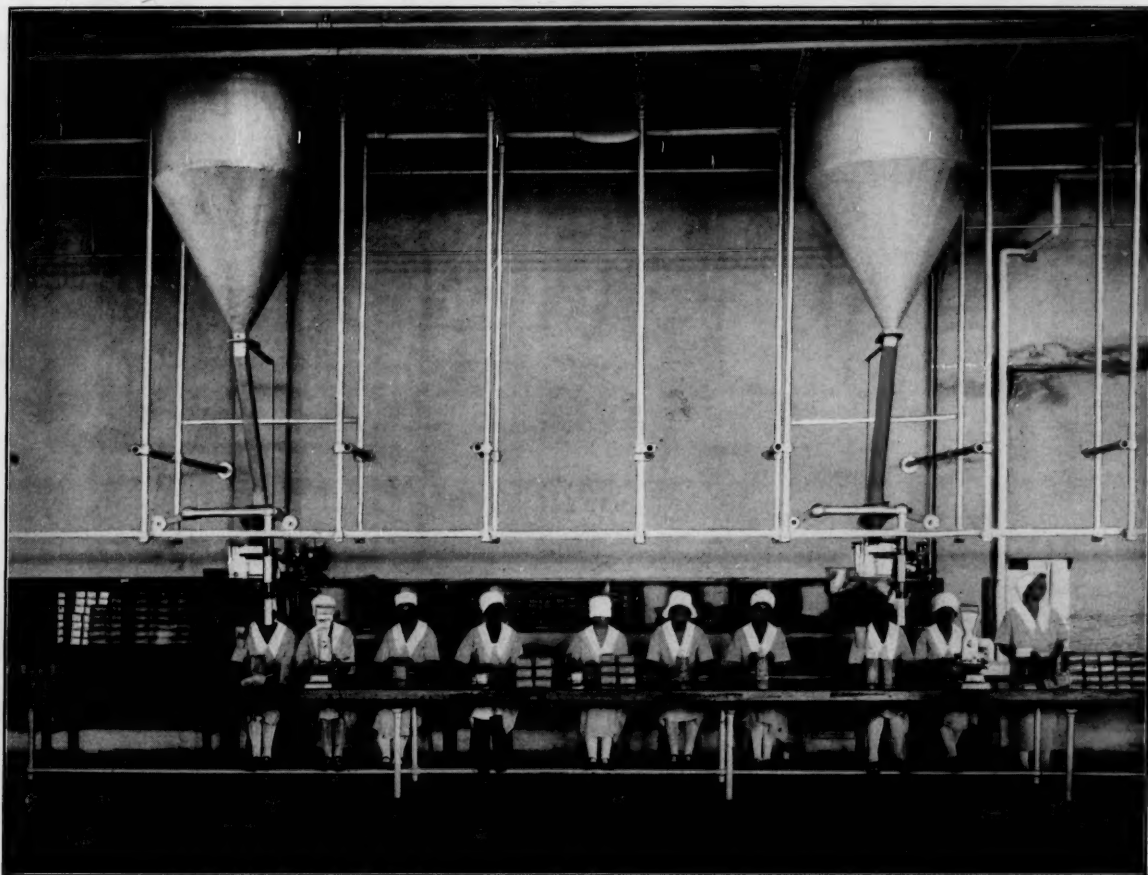
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Published on the fifteenth of each month

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Profit by this experience!



In the Packing Room of the Panama Canal Zone Commissary

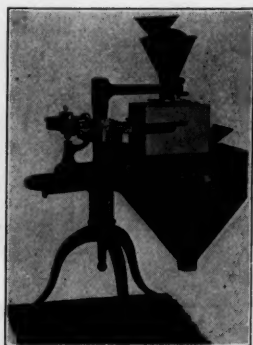
Sanitation goes hand in hand with Efficiency and Economy

In 1916, we shipped their first two

"SCOTT" NET WEIGHERS

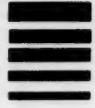
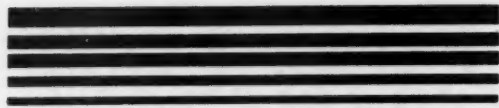
In 1928 they ordered three more, after *twelve years' trial* on coffee, rice, peas, beans, etc. The consistent *accuracy*, and proven *durability* of "Scott" weighers are evidence that you cannot buy a better machine at any price.

Profit by the experience of this and other prominent packagers—order a "SCOTT" today.



This is the economical "Scott" Gravity type Net Weigher. Cumulative variation guaranteed not to exceed 2 oz. on each 100 weights.

NATIONAL PACKAGING MACHINERY CO.
477 WATERTOWN ST., NEWTONVILLE, BOSTON, MASS.



REDINGTON



Engineers Are Considered Authorities on Packaging Machines and Methods

"SHOULD our new product be cartoned or otherwise packaged? Should it be wax wrapped and heat-sealed and can it be done? Are our production requirements sufficient to warrant packaging machinery? Are adjustable machines available to meet our needs?"

These are just a few of the hundreds of intricate packaging problems put up to the Redington Engineering Staff continually. For many of the world's largest producers of packaged products look to Redington as the final authority on Packaging Machines and Methods.

Rarely do we fail them. 33 years of pioneering in widely diversified fields have enabled us to meet the most difficult problems with success. The Redington Engineering Staff is at your service, too.

F. B. REDINGTON CO.
Established 1897

110-112 So. Sangamon St., CHICAGO, ILL.

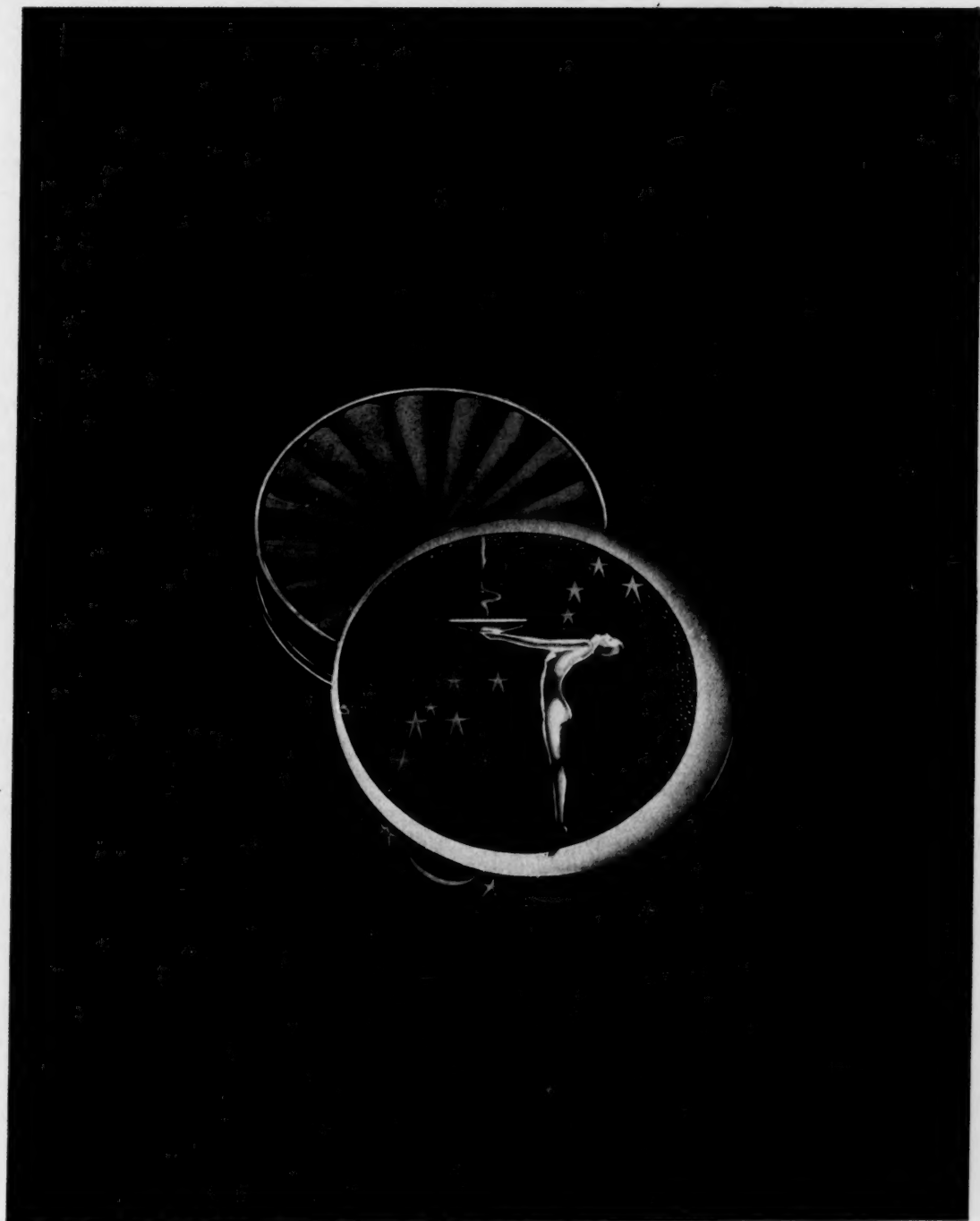
A section of the factory of the American Safety Razor Corp., Brooklyn, N. Y., where since 1919 all Gem and Eveready Blades have been automatically counted and cartoned on Redington Machines. Redingtons also wrap Gem Blades at a speed in excess of 300 per minute!

PACKAGING MACHINES



Custom Built for
Cartoning—Packaging
Labeling—Wrapping





INCENSE, once the hallmark of kingly wealth, now available for those of every class.
Yet the suggestion of royal exclusiveness must be carried out by the box which
bears it. Burt has here done it . . . at moderate cost. Burt can do as much for you.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS



BURT Quality Boxes—whether for simple household needs or popular facial preparations—combine the grace of quality with the needs of large production simplicity. Burt's 35 years of service to America's needs with small boxes of every description, is the power behind the Burt mark.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS

personality

Under stress of increasing competition, selling in modern markets depends more than ever before on Personality Appeal. What have you? as the saying goes. What, that is different, special in a class by itself? + + +

Your package label clinches the personality of your package. It is a spokesman, an interpreter.

Foxon experts understand every resource whereby package personality may be built up, without sacrifice of good taste.

Foxon also offers an extended technical service, embracing a separate photoengraving plant modernly equipped to handle the most exacting problems of plate-making. + + + + +

For service with imagination, consult Foxon. + + + + +

THE FOXON COMPANY
227-235 WEST PARK STREET
PROVIDENCE, RHODE ISLAND



This was his reply



The new machine to which Mr. Page refers is our

Automat Triplex Model

a single machine that wraps and cartons pound solids, twin halves or four quarters to the pound carton. If you have a production of diversified sizes in prints, by all means write for Bulletin No. 4. The Triplex is the latest addition to the Automat line of automatic wrapping and cartoning equipment. Send for particulars.

An executive of a large eastern creamery wrote a friendly and informal letter to Henry A. Page asking about Automat Wrapping and Cartoning Equipment. Here is Mr. Page's reply . . .

The Page Dairy Company

Toledo, Ohio

February
Tenth
19 30

My Dear Walter:

The wrapping and cartoning machine you ask about is made here by the Automat Molding and Folding Co. and it is a hundred per cent machine, especially, the new one they have out now. It has certainly cut down the cost with us and if you could realize what it means to have a perfectly satisfactory package, you would not hesitate to place one or more of these machines with your Company.

Our machine puts two wrappers on the butter and cartons same at the rate of better than 60 lbs. per minute. You could not ask for anything better than that and the packaging is perfect. We could not speak too highly of said machine.

Yours very truly

H. A. Page, President

HAP/EGC



THE AUTOMAT MOLDING & FOLDING COMPANY

16-20 BROADWAY, TOLEDO, OHIO

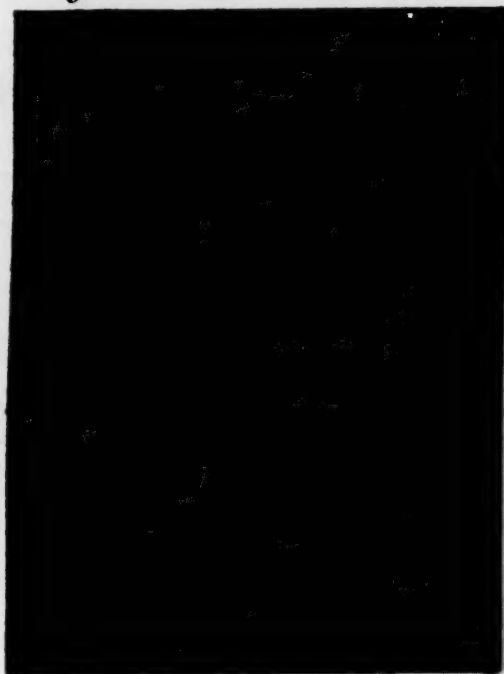
Eastern Sales and Service Office
172 Chambers St., New York City

Western Sales and Service Office
306 Calo Building, Los Angeles



Regalite ~ ~ ~

Artificial Leather Cloth



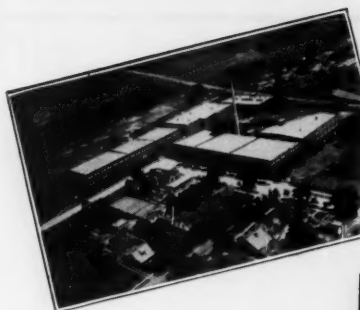
**NEW
BRILLIANT
DISTINCTIVE**

A PRODUCT OF

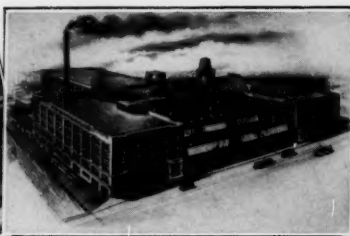
C. R. WHITING CO., INC.

281-287 NEW JERSEY RAILROAD AVE.

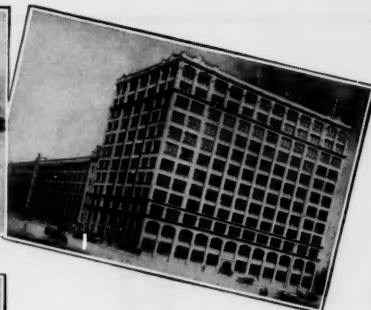
NEWARK, N. J.



Above—Sefton Box Factory at Anderson, Ind.



Top center illust.—Sefton Box Factory at Chicago, Illinois.



Above—The Sefton Brooklyn Box Factory occupies space in the Bush Terminal Bldg., Brooklyn

Left—Dixon Board Mills, Inc., at Carthage, Ind.

CONTAINER CORPORATION OF AMERICA ACQUIRES SEFTON AND DIXON BOARD MILLS, INC.

THE Container Corporation of America has acquired the Sefton Container Corporation and the Dixon Board Mills, Inc.

The Sefton Container Corporation owns and operates three plants, one in Brooklyn, N. Y., another in Chicago and a third at Anderson, Ind.

The products manufactured in the Brooklyn plant are corrugated fibre boxes and corrugated paper products. The Chicago plant of the Sefton Container Corporation manufactures folding paperboard cartons, paper pails and corrugated fibreboard products, while the Anderson, Ind., plant makes corrugated fibreboard products and folding paperboard boxes, including retail delivery boxes, such as suit and hat boxes, florist boxes, cake boxes, etc.

This acquisition makes our line of paperboard products in the container field more complete and puts us in position to cater to the requirements of our customers in the following lines:

Boxboards for set-up and folding boxes,
Corrugated fibreboard boxes and products,
Solid Fibreboard boxes and products,
Folding cartons in either large or small quantities,
Folding and k. d. retail delivery boxes.
Ice Cream and Oyster Pails and other paper pails.

The Dixon Board Mills, Inc., own a boxboard mill at Carthage, Ind., making test liners, boxboards and straw for corrugating, all of which materials are used in the manufacture of the various commodities of the Container Corporation of America and Sefton Container Corporation.

Both of these companies will immediately be absorbed into and coordinated with the activities of the Container Corporation and the entire personnel of the Sefton Container Corporation will be transferred intact.

We welcome this opportunity to serve a greater clientele in our industry and will spare no efforts to retain and increase, if possible, the reputation for quality and service established by the Sefton Container Corporation with their list of Customers. When you write refer to Dept. 19 for quick service.

CONTAINER CORPORATION OF AMERICA

Mid-West Box Company Sefton Container Corporation

Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., CHICAGO

THE florid, multicolor designs of yesterday are distinctly passés. The modern mode in packaging demands the chic smartness of beautiful surface texture and plain rich coloring.

¶ KELLER-DORIAN ever the first to interpret the changing moods of style have in New York large supplies of many inimitable new papers each expressly created to meet the demands of the most exacting package designer.

KELLER-DORIAN PAPER CO., Inc.
110 FIFTH AVENUE -o- NEW YORK, N. Y.

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**MORTON SALT
WHEATENA
PILLSBURY FLOUR
CREAM
OF
WHEAT**



America's leading products are protected through tight wrapping by Pneumatic Machines . . .

Nothing less than the best possible protection for their products will satisfy America's leading producers. They know the importance of having their goods reach the consumer fresh, clean,—in perfect condition. That is why so many of them use Pneumatic Tight Wrapping Machines.

This machine automatically wraps a plain chip board shell with a one piece rectangular label, which is tightly shrunk over the carton, sealing every seam and corner . . . producing a package of unusual strength, positively sift proof . . . a guarantee against weevil infestation. One hundred and eighty-one of these machines are now serving American manufacturers in the interests of greater protection for their products and profits.

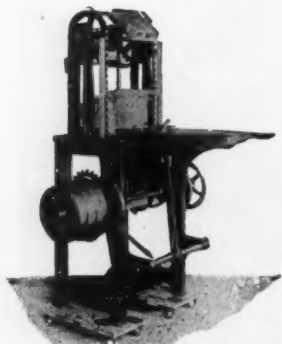
Our engineering department is at your service without charge to study packaging problems at your plant. Out of the 70 different machines in the Pneumatic System there is one or more that will help you improve your packaging and cut your costs.

Carton Feeders	Top Sealers
Bottom Sealers	Wrapping Machines
Lining Machines	(Tight and Wax)
Weighing Machines	Capping Machines
(Net and Gross)	Labeling Machines

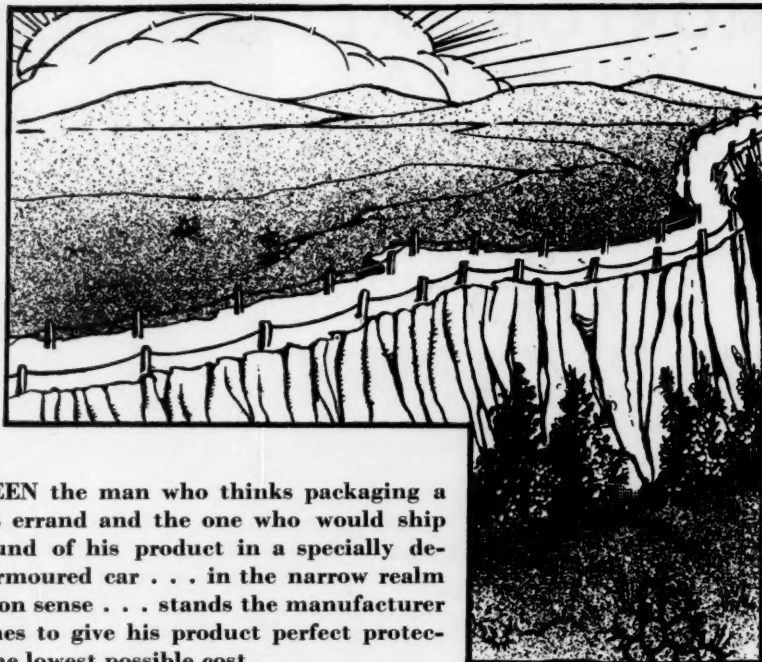
PNEUMATIC SCALE PACKAGING MACHINERY

Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass. Branch offices in New York, 26 Cortland St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sidney, N. S. W. and London, England.

THE NARROW REALM OF COMMON SENSE



*Peters Carton Forming and
Lining Machine*



BETWEEN the man who thinks packaging a fool's errand and the one who would ship each pound of his product in a specially designed armoured car . . . in the narrow realm of common sense . . . stands the manufacturer who wishes to give his product perfect protection at the lowest possible cost.

It is to these manufacturers that we state . . . "Peters Carton Formers and Liners are designed to produce a package which affords one hundred per cent protection." They are today producing just such packages for such nationally known firms as Kraft Cheese Co., Loose-Wiles [Biscuit Co., Armour and Co., National Biscuit Co., etc.

Peters Machines are moreover designed to produce perfect packages at a cost materially lower than possible under less efficient methods. The firms listed above are drawing dividends of from thirty to one hundred per cent on their investments in Peters Machines because of their labor-saving features, their speed and their perfect workmanship.

In the narrow realm of common sense stands the manufacturer who has found that the Peters method gives the utmost in package protection at the lowest in cost. The Peters Engineer stands ready to show you just what Peters Machinery can do . . . will you let him lead you to the most economical method of packaging for your particular product? Write him today.

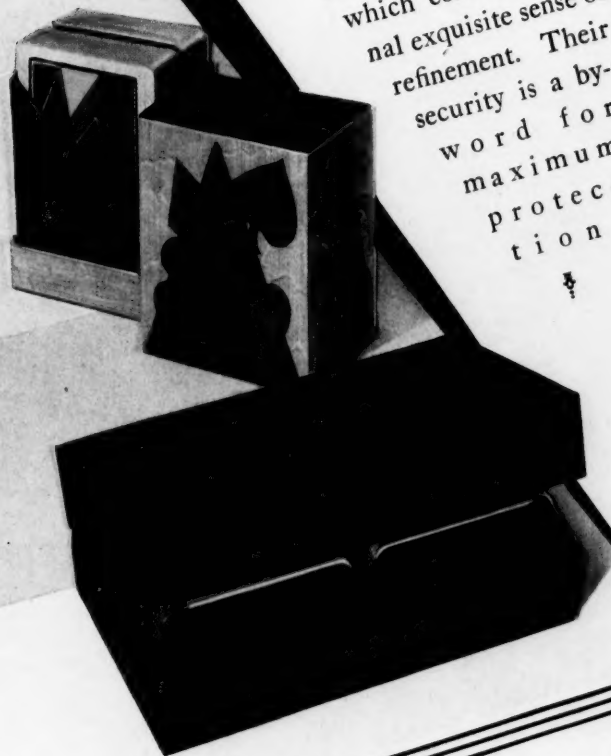


PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



LEND CHARM TO YOUR PRODUCT

BEAUTY and security are the two important considerations in fancy boxes. Do not be content with less. Mason Fancy Boxes are famed for their beauty — the beauty which conveys the final exquisite sense of refinement. Their security is a byword for maximum protection.



SKILL in planning quality boxes is found in many designing rooms. The technical ability to produce fine boxes is found in some box plants. Yet the finest combination of these two has long been the pride of the Mason Box Company.

"Royal Satin" Board Used Exclusively on Mason Quality Boxes.

The Mason Box Company

Established 1891

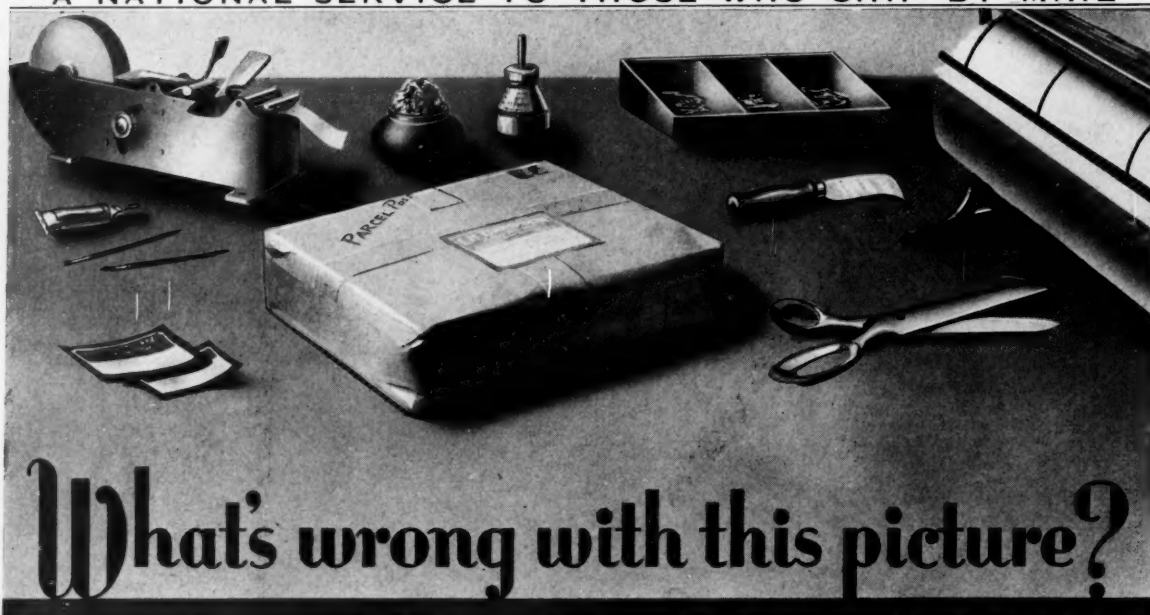
ATTLEBORO FALLS, MASS.

Chicago Office
55 EAST WASHINGTON STREET

New York Office
175 FIFTH AVENUE

Providence (R. I.) Factory
69 SPRAGUE STREET

"A NATIONAL SERVICE TO THOSE WHO SHIP BY MAIL"



At first glance it is merely some article wrapped heavily with paper, sealed with tape and labeled for mailing.

To the informed postal shipper it is a bulky form of packaging which required considerable labor, numerous operations and maximum weight without guarantee of protection.



Mason Modern Mailers do away with wasteful operations, reduce bulk, speed up shipping, improve appearance, and give absolute protection. There's a type to suit your product.

Write for Catalog and Samples!

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue

CARTONS



Service—Quality Originality

THE Chicago Carton Company for over twenty years has supplied cartons to leading manufacturers in every line of industry.

These years of experience have built for us a reputation for service—quality—originality.

We manufacture plain and printed folding paper cartons made from all grades of box boards, plain or treated with silicate and paraffin. We also manufacture laminated boards of every description including asphalted and glassine lined which give the maximum resistance to grease and moisture.

Millions of our cartons are being used successfully on all types of packaging machinery and we are continually designing display boxes and other special styles of cartons to meet our customers' requirements.

Send us your inquiries. Give us an opportunity to show you what we can do.

CHICAGO CARTON COMPANY

4411 OGDEN AVE.

CHICAGO, ILLINOIS



COLTON TUBE FILLERS

Choice of American Industry

A LIFETIME of service is built into Colton Tube Filling Machines—and because of this proven dependability Colton Machines are being used by an ever increasing number of collapsible tube users.

A list of Colton Machine users reads like a roster of the leading manufacturers of tooth paste, cold cream and other ingredients packed in collapsible tubes. It was only natu-

ral, therefore, that when Lambert Pharmacal Company decided to build a new plant at Jersey City, N. J., that Colton Tube Filling Equipment was selected.

A new machine, which automatically fills, closes and clips over 100 tubes per minute, has been tried out thoroughly and is now in production.

Arthur Colton Company

2604 East Jefferson Ave.,
Detroit, Mich.



BRIGHTEN LEAF

H. GRIFFIN & SONS CO

SOLE DISTRIBUTORS

NEW YORK • CHICAGO • BOSTON



Front Rank Boxes

are those which combine style, beauty
and sales appeal. Our decorative box
papers have all of these attributes.

They entice sales and bring repeat
business. Isn't it time

to revamp your

old fashioned

boxes?

Our stylists

will gladly

submit samples

without obligation.

ROYAL CARD & PAPER CO.

Manufacturers of Perfection Box Papers

ELEVENTH AVENUE & 25TH ST., NEW YORK, N. Y.

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HENRY L. GOODMAN, Boston Representative
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CENTRAL OHIO PAPER CO., Columbus, Ohio
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ZELLERBACH PAPER CO.—
Divisions in the Principal Cities on the Pacific Coast.

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E. C. PALMER & CO., New Orleans, La.
CARPENTER PAPER CO., Omaha, Neb.
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BROOKS PAPER CO., St. Louis, Mo.
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In Canada { PAPER SALES, LTD., Toronto
 { PAPER SALES, LTD., Montreal





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No Breakage Since Using Kimpak



"You certainly have
a great product"

says *Billy B. Van*

A typical box of Billy B. Van's Pine Tree toilet preparations is illustrated at the left, showing how KIMPAK is used to protect them in transit. Mr. Van writes further—

"Since we have been using KIMPAK in our Packing Department, we have entirely eliminated breakage in our shipments of Pine Tree Products in glass containers. In fact, we could hardly get along without it."

A few typical products packed in Kimpak

Atomizers	Glassware	Spectacles
Automobile parts	Gift set boxes	Stuffing bottles or
Beads	Ink	tins of tablets or
Compacts	Jewel cases	capsules
Candles	Lenses	Silver plate
Candlesticks	Mirrors	Toilet articles
Clocks	Novelty jewelry	Vanity cases
Cosmetics	Optical products	Etc., etc., etc.
Candy jars	Perfumers	
Cigarette lighters	Perfumes	
Display easels	Patent medicines	
Desk sets	Pharmaceuticals	
Electrical appliances	Radio tubes	
	Scientific instruments	



DO YOU want to save money in packing? Do you want assurance your products will arrive without damage, clean, attractive and in perfect condition?

Then investigate Kimpak.

We will gladly send free samples without the slightest obligation.

Kimpak is being used by thousands of firms to protect a wide variety of products. Its resilience cushions shocks and avoids breakage. Its downy softness protects beautiful finishes. It is capable of absorbing and holding sixteen times its weight in moisture, far in excess of Parcel Post requirements. Its beauty pleases your customers and stamps your product as *super* quality. Approved by express and postal authorities.

Mail the coupon for free samples.

Kimpak

REG. U. S. PAT. OFF. AND FOREIGN COUNTRIES

Crepe Wadding

Rolls, sheets or pads to
suit your convenience



KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home office or sales office at:

208 S. La Salle St., Chicago, Ill. 122 E. 42nd St., New York City

We accept your offer to send samples of KIMPAK CREPE WADDING to test out under actual conditions. M.F.E.

Name.....

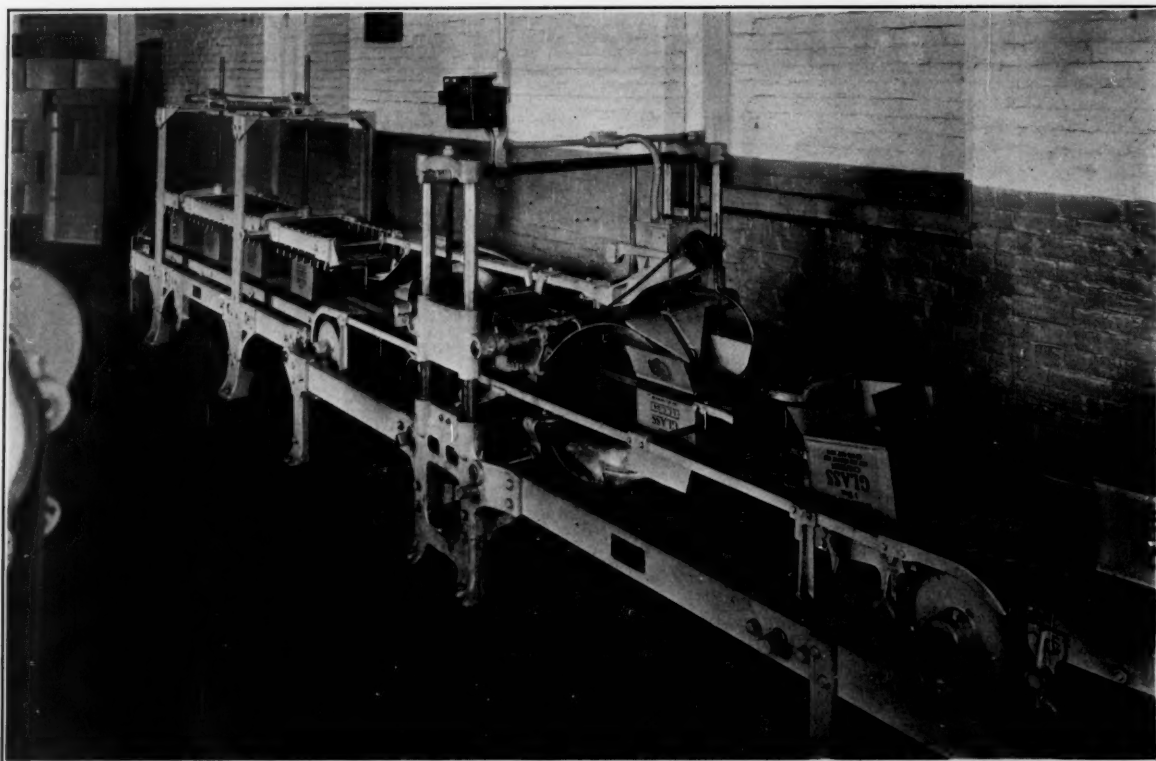
Address.....

Attention.....

Our product is.....

We are interested in:

() Rolls.....wide. () Sheets, size..... () Pads, size.....



100% AUTOMATIC

FOR its automatic production line for Absorbine Jr., the W. F. Young Co. could install none but a completely automatic sealer, one which could be expected to work continuously and perpetually without breakdowns, hitch or stoppage. Naturally their choice fell to Standard. Just as naturally as has fallen the choice of hundreds of others.

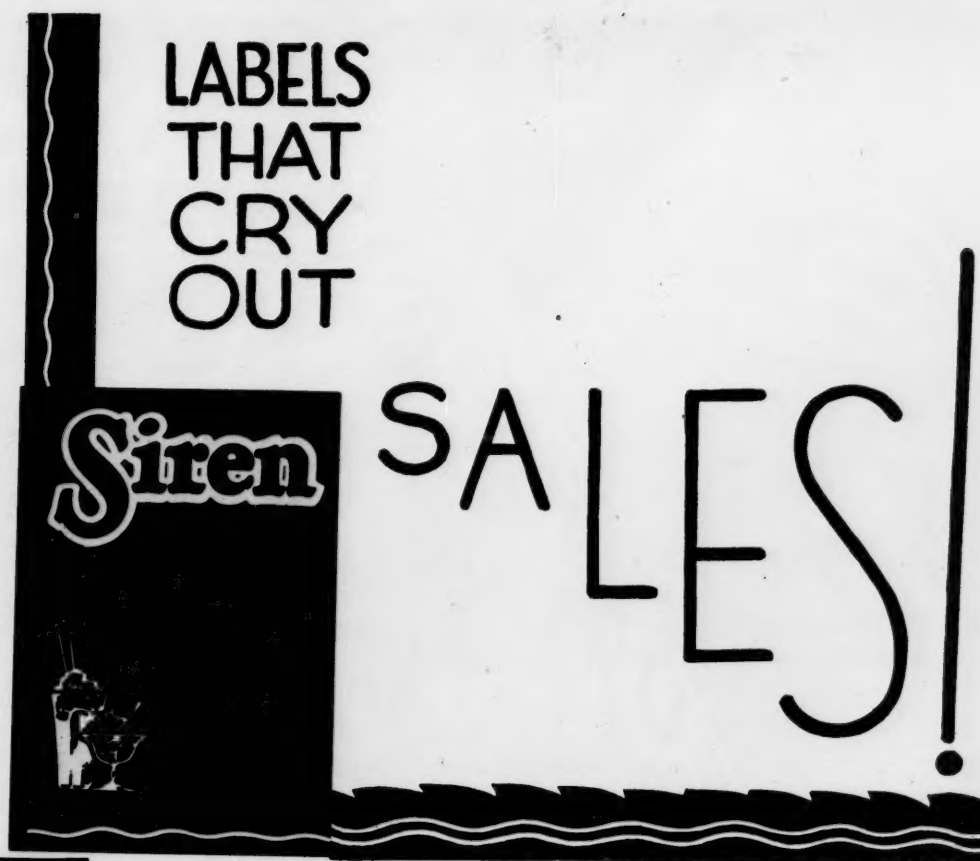
The Absorbine Jr. packaging line may stop at times . . . but it will never be because of the machine at its shipping end. The Standard sealer may stop . . . but not of its own desire. The 100% Automatic Standard Sealer equipment in the Absorbine plant will work year in and year out with a minimum of attention and upkeep . . . and without breakdown, without spoilage, without waste.

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.
JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.
C. S. du Mont
Windsor House
Victoria Street, S.W.I.
LONDON, ENGLAND



THE world does not have to be sold its labels . . . Look at any store window . . . Every product bears a label.

Yet a part of the producing world is not yet aware that there are labels and labels . . . good, bad and merely average. To adequately discharge its many functions as identification mark, trade mark, advertising medium, beautifier and source of information, the label must be of the best. Best in design . . . best in appearance.

The Frank G. Shuman Co. produces labels that cry out, "SALES!" . . . labels that are designed to perfectly display your product, labels that meet all the requirements of good business, good advertising and good art. And having designed your labels to fit your needs it executes the design to perfection . . . by the hundred, the thousand and the million.

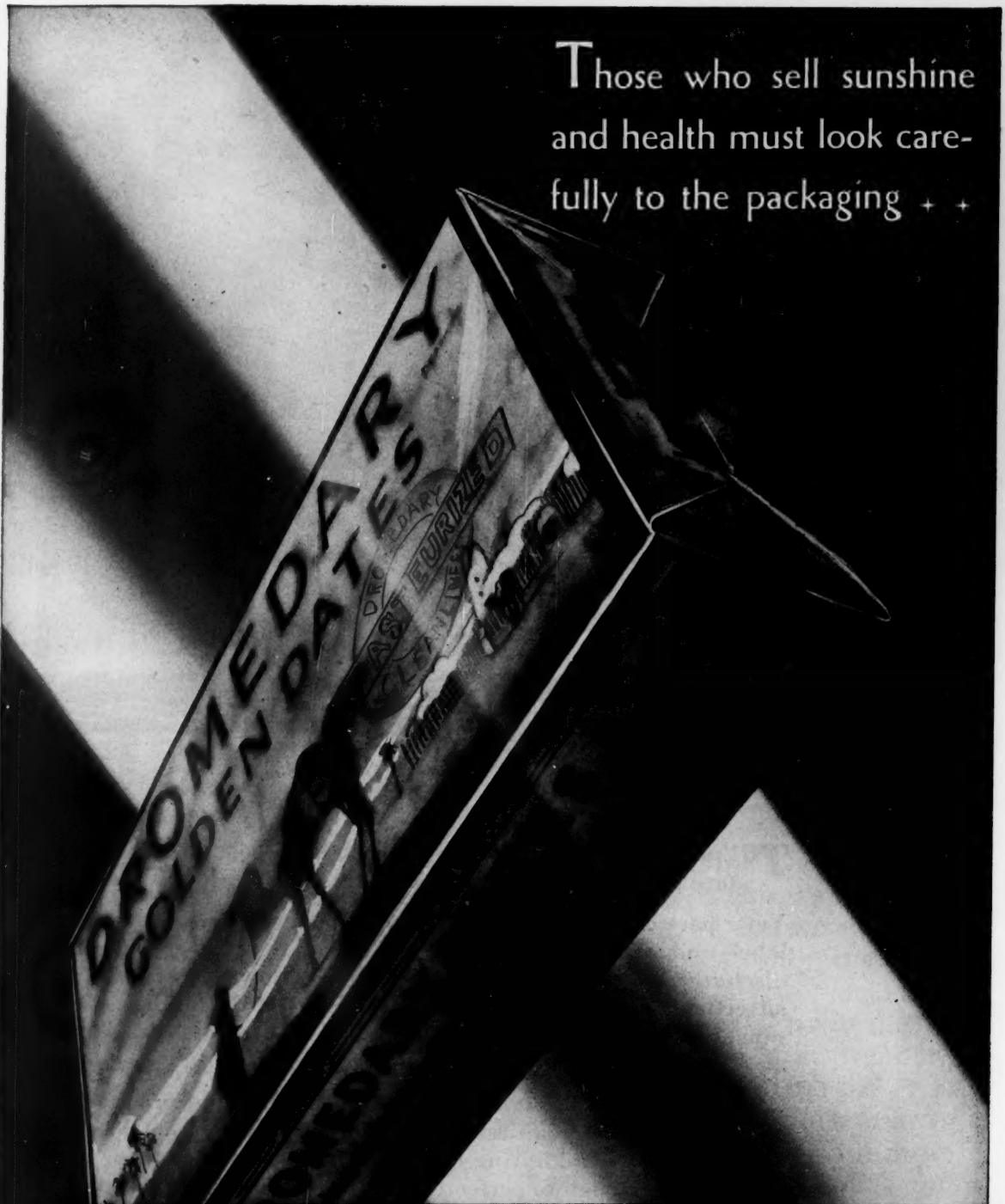
For better labels consult

The Frank G. Shuman Co.

Label Manufacturers

**771 West Jackson Boulevard
Chicago Illinois**

Those who sell sunshine
and health must look care-
fully to the packaging + +



How to preserve the purity and luscious freshness of sun-ripened dates from the gardens of the Orient? Hills Brothers found the answer, as so many other packers and manufacturers of Food Products have done, in Riegel's Waxed Glassine—Transparent, Moisture-proof and Grease-proof; the final touch for an attractive, protected package.

See for yourself—drop a line today for our portfolio of samples—no obligation.

RIEGEL'S  WAXED
Jewel Brand

MADE BY

THE WARREN
MANUFACTURING
COMPANY

342 Madison Avenue, New York, N. Y.
Chicago: 111 W. Washington St.



Ice Cream Bars...Tea...Soap

all fully protected by
Alcoa Aluminum Foil

Products of many different types stay fresh in this protective, paper-thin metal wrapper.

Alcoa Aluminum Foil keeps out moisture. It also prevents foods from drying out and delicate flavors from escaping. It is absolutely safe in direct contact with foods. That is why so many products, every year, join the long list of those that are protected by Alcoa Aluminum Foil.

Alcoa Aluminum Foil is actually

pure aluminum rolled out into thin, tough, moisture-proof sheets. It will not rust. It is strong. It can be used for large sized package units. It always stays bright and shining to attract the eye of the customer.

Our nearest office will gladly tell you the full story of the many advantages of Alcoa Aluminum Foil. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



ALCOA ALUMINUM
ROLLED INTO FOIL



The Only Screw Cap that does all of these 3 things ...

1 — Seals Hermetically

2 — Opens Easily

3 — Reseals Tightly

R-O Seals of Alcoa Aluminum provide an initial hermetic sealing. Your products reach the consumer with that factory-fresh taste. All the flavor is kept in. None escapes.

In addition, these seals assure a good reception for your products with the consumer. No bother—a simple easy twist—and R-O Seals are off. And they can be put back on the container just as easily. Better yet, they reseal the bottle or jar tightly.

With so many products put up in containers capped with complicated contrivances, R-O Seals of Alcoa Aluminum are a welcome relief to the housewife—and another reason for her to buy your goods again.

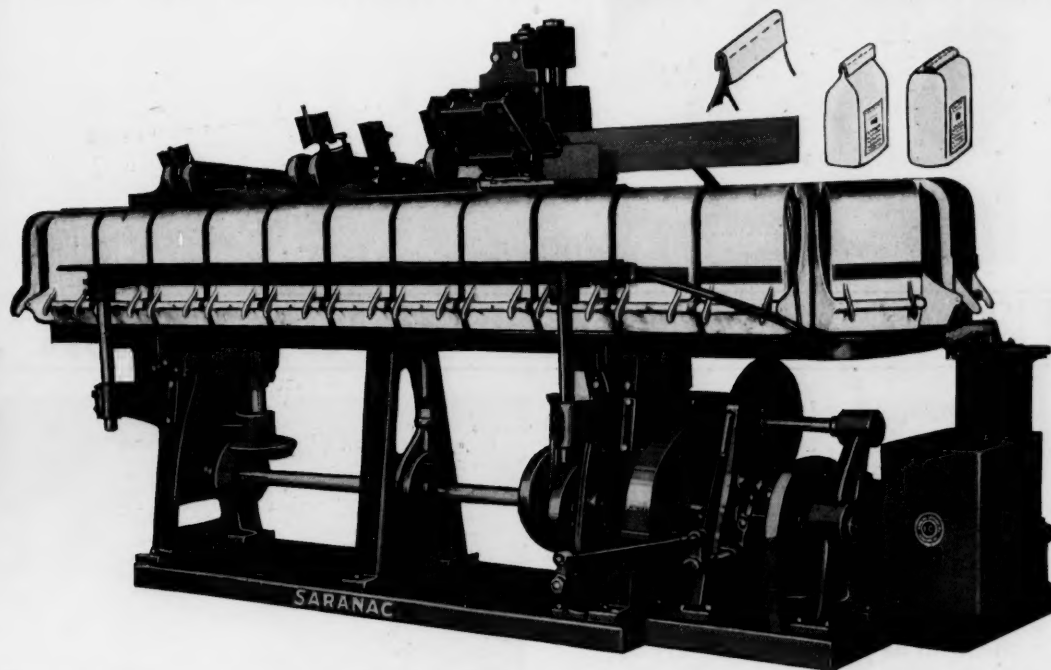
With R-O Seals of Alcoa Aluminum, each bottle has a cap tailored to an individual fit. There are no threads on these seals when they reach your factory. As you apply them, the aluminum of the seal is rolled on over the bottle neck-threads, so that neck-threads and seal-threads conform exactly. Since very little top and side pressure is required there is practically no glass breakage.

R-O Seals are supplied in any solid color, lacquered, enamelled or lithographed, and are made in a wide variety of sizes. Our nearest office will gladly advise with you on capping and sealing problems. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



"ROLLED ON" SEALS OF
ALCOA ALUMINUM

ONE OF THE FOUR HUNDRED



SARANAC AUTOMATIC PAPER BAG SEALING MACHINE

AN aristocrat among packaging machines, the Saranac Automatic Paper Bag Stapler is made to meet the special requirements of individual manufacturers. Yet each machine retains in its design the standardized Saranac features of engineering perfection, speed and workmanship.

The Saranac Automatic Bag Folder and Stapler shown above is capable of producing 15,000 folded and stapled paper bags per 10-hr. day, each with a *triple sift-proof seal* which complies in every detail with the specifications of the U. S. Interstate Commerce Commission and the Bureau of Explosives and Poisonous Articles.

Submitted to hundreds of tests, the seal stapled according to the Saranac method has never been known to fail. Yet, despite the perfection of its workmanship, Saranac's automatic sealer operates at the highest of speeds....continuously producing a seal which is beyond criticism.

Submit to us details of your packaging problems and we will be glad to analyze and solve them. And having solved them on paper we are prepared to specify a machine to put the solution into concrete form, for Saranac is the producer of the largest line of package stapling machinery in the world.

THERE ARE ALMOST
FOUR HUNDRED DIFFERENT
SARANAC MACHINES

SARANAC MACHINE COMPANY

MANUFACTURERS OF THE LARGEST LINE OF PACKAGE STAPLING MACHINERY IN THE WORLD

BENTON HARBOR, MICHIGAN, U. S. A.



PUT THEM ALL TOGETHER ..

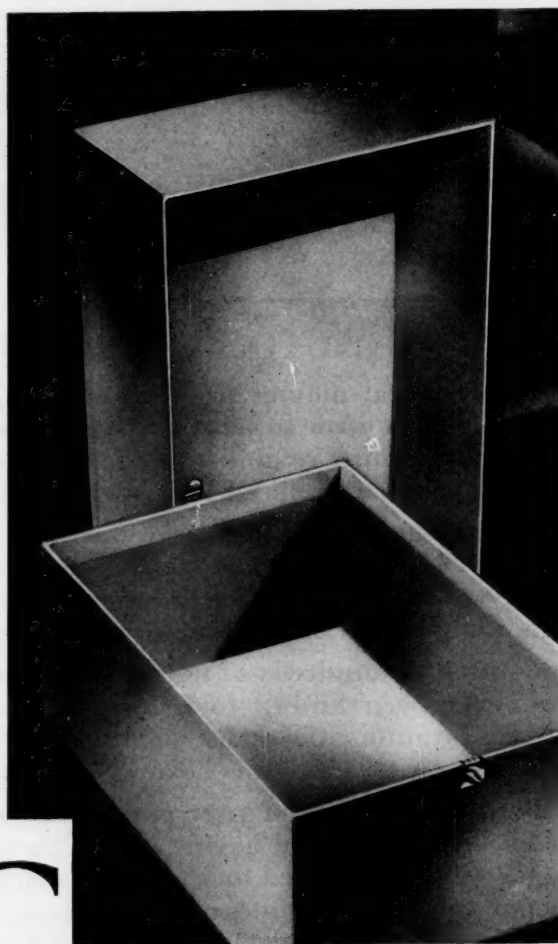
PAPER, board, glue, string, label, cord . . . put them all together . . . a hundred times a day . . . and all they spell is trouble, waste and inefficiency.

How much more efficient is the modern way . . . "Go-Safe" method of packing one carton, once . . . and forever.

And how much more impressive . . . at the other end of the journey . . . will the "Go-Safe" box look . . . in spite of mishandling, fresh as when first shipped . . . something worth looking into.

Look into your mailing problem . . . today . . . now, in fact . . . dictate that note . . . and let us solve that packaging question . . . the "Go-Safe" way.

*Makers of Fancy Boxes for
Fifty Years*



YOUNG BROTHERS
PROVIDENCE·RI.



This unique fabric was developed in response to an insistent demand for a more beautiful and more practical transparent material than had heretofore existed.

Outstanding Features

high tensile strength
air tight
withstands severe abuse
grease proof
dust proof
non-cracking
non-splitting
non-poisonous (vegetable product)
no perceptible shrinkage
no deterioration with age
can be printed on readily
can be glued or pasted
white and six standard colors: yellow,
cerise, orchid, green, amber, blue
other colors furnished on minimum
order of 1,000 yards
available in both the tarlatane and leno
weave netting
sheets or rolls

Some Uses

candy bags
candy package coverings
toiletries package coverings
bags for display of fruits, nuts, and other
food products
protective coverings for blankets, rugs,
draperies and other textile products
protective coverings for statuary on
display
counter covers
lamp shades
furniture covers
book covers
clothes bags
hats and hat bags
envelopes
costumes
scenery
decorative purposes

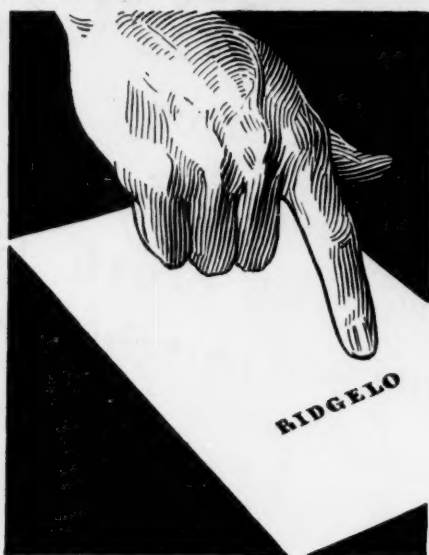
Samples and further details on request

ANDREW McLEAN COMPANY

Sole Distributors

12 East 22nd Street, New York

CHOSEN



because
**IT DOES
SO MUCH
MORE...**

4

Sound Reasons for the Selection of RIDGELO CLAY COATED FOLDING BOXBOARD

1. It gives life and brilliance to color printing and lithography.
2. Its richness of color increases the effectiveness of simple designs.
3. It fills the three modern requisites of a package—attractive appearance, protection of contents, and advertising value.
4. It is contributing to the success of the outstanding cartons of today.

Just for Example

The best selling razor and blades
The best selling camera
The best selling toilet necessities
And many other well-known
products

Are packaged with

RIDGELO CLAY COATED FOLDING BOXBOARD

Made by

LOWE PAPER COMPANY

Representative in Canada
W. P. BENNETT & SON
32 Front Street W., Toronto



Ridgefield, New Jersey

Representative in Buffalo
MAURICE W. SIMON
52 W. Chippewa Street, Buffalo, N. Y.



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"One must take cognizance of the natural human instinct for things that are personal and individual."

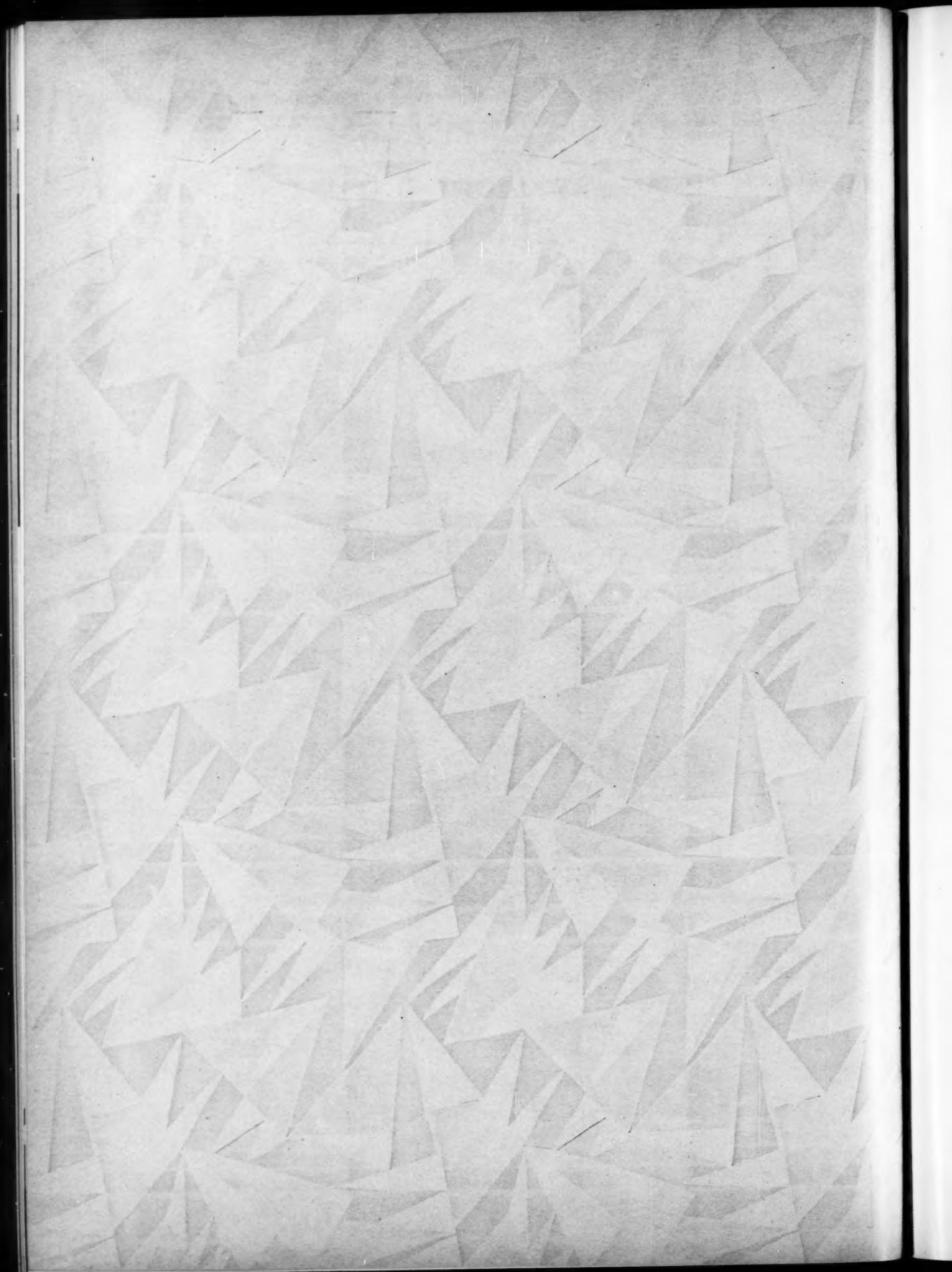
Merchandise produced and presented in conformity with this basic thought, cannot but be a leader in its field.

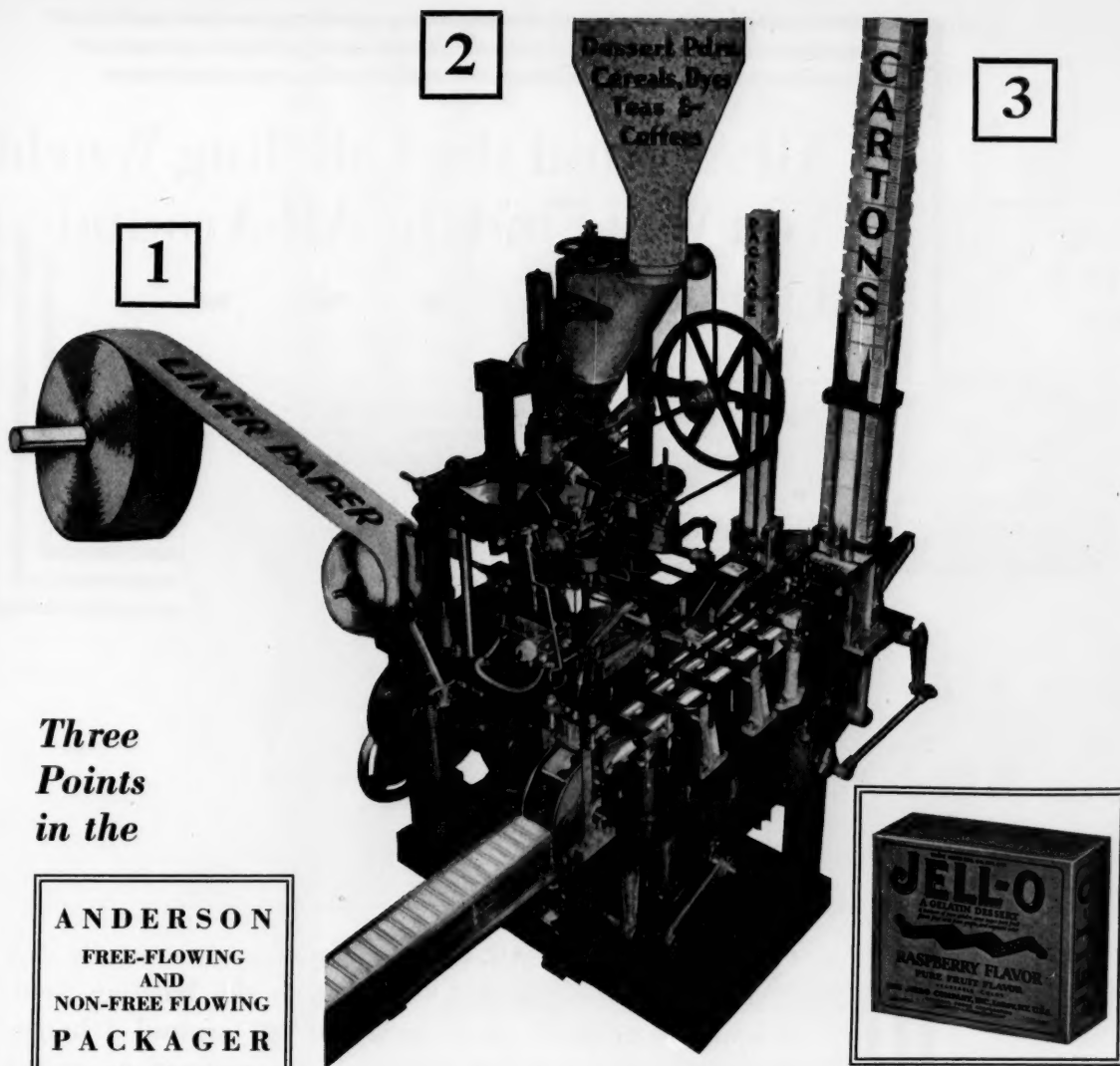
Individuality expressed through the medium of **WHITING-PATTERSON** papers will create demand.

W H I T I N G - **P** A T T E R S O N **C** O ., I N C.

386 FOURTH AVENUE, NEW YORK

BOSTON ~ PHILADELPHIA ~ CHICAGO ~ MINNEAPOLIS
ST. PAUL ~ SAN FRANCISCO ~ SEATTLE



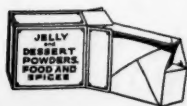


*Three
Points
in the*

**ANDERSON
FREE-FLOWING
AND
NON-FREE FLOWING
PACKAGER**

that end the bogey of packaging ▼ ▼ ▼

GIVE the new Anderson three things, cartons, liner paper and the material to fill, and your entire packaging department is ready to work. Keep it supplied with these three and it will fill and seal ten to twelve thousand complete packages daily, one operator doing the work of eight handworkers. It will give to your product the same advantages of the "satchel bag" which have *made* America's foremost packaged desserts world famous. Give it also a package insert, if you will. But give it the three essentials and your packaging worries are over.



The Perfect Package

E. D. ANDERSON, INC.

15 Park Place

New York City

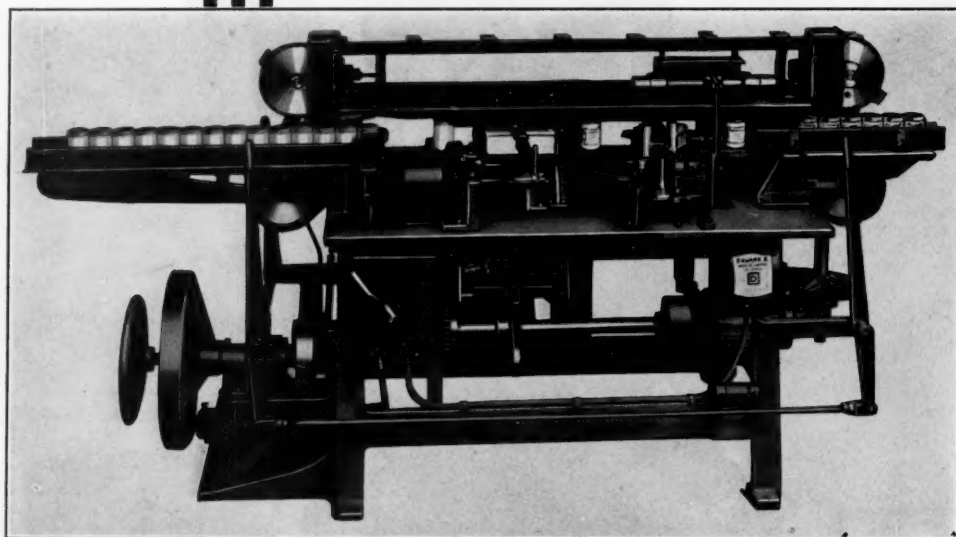
E. D. Anderson, Inc.
15 Park Place, New York
Please send us full information
about the new Anderson Satchel
Bag Packaging Machine.

Name _____

City _____

State _____ Product _____

All Around the Labeling World You Will Find the All-Around Labeler

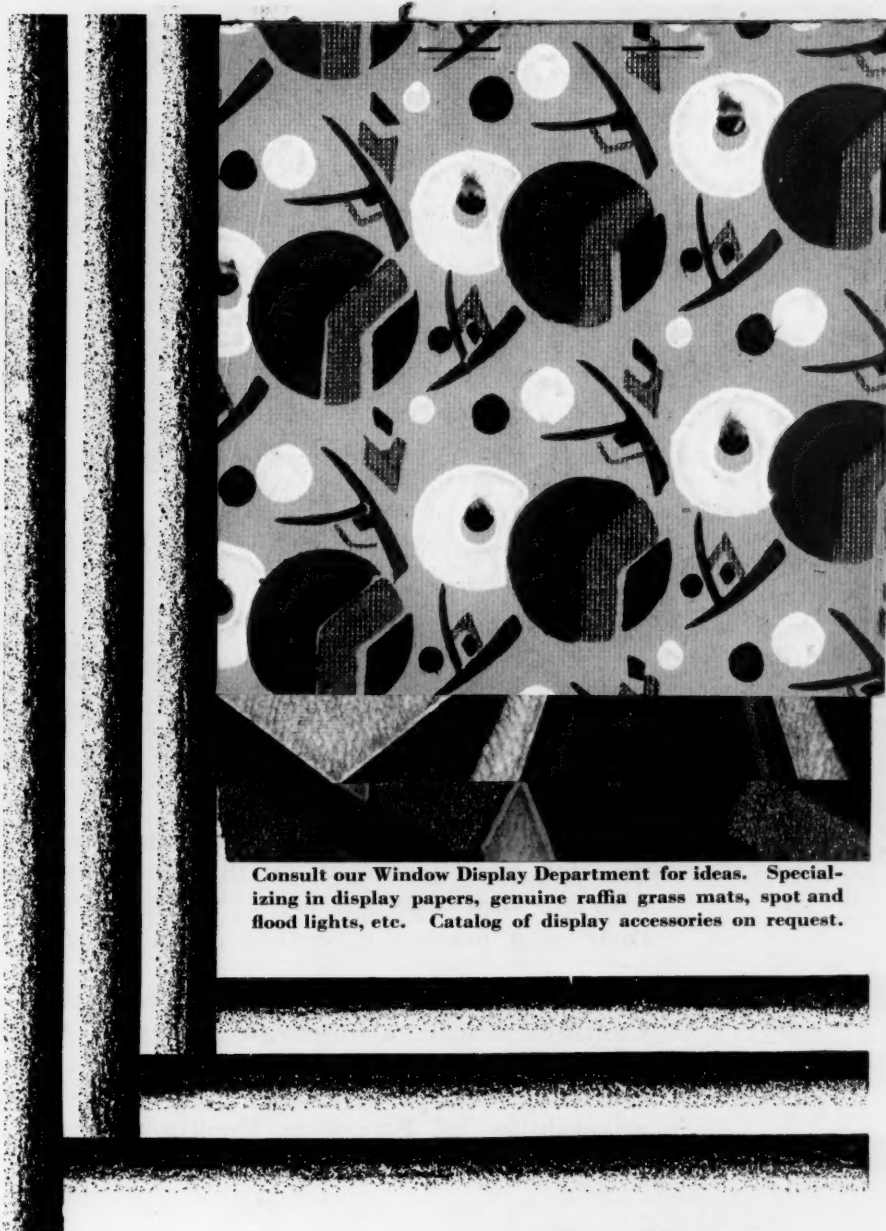
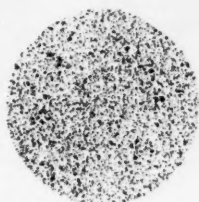
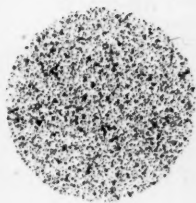


THE McDonald All-Around Labeler successfully accomplishes the most difficult job in the labeling field. It applies one label, *fully gummed*, all around a bottle. The McDonald solution, achieved in a manner never before attempted, was arrived at by straight-line thinking. The problem analyzed, a straight-line production machine was sought. The solution was found in first gluing the center of the bottle, attaching the label to it and then gumming those parts of the label not adhering to the bottle, further attesting the skill of McDonald Engineers. Straight-line thinking led these men to straight-line production. And, by the same token, straight-line thinking has led packager after packager to the purchase of McDonald products.

Straight-line yourself to the extent of writing us . . . and let us settle your labeling problem once and for all.

McDONALD ENGINEERING CORP.
220 VARET ST. BROOKLYN, N. Y.

LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.1.



Consult our Window Display Department for ideas. Specializing in display papers, genuine raffia grass mats, spot and flood lights, etc. Catalog of display accessories on request.

VITA-RAY PAPERS for Finer Boxes.

Vita-Ray Papers present vibrant, vivid colorings in beautiful design . . . modernism toned to the public taste . . . sales-compelling power which reaches from the first buyer through all whose hands touch it . . . retailer, jobber and consumer. Papers which will sell the goods they contain.

For Sale By

LOUIS SCHULMAN Co. A. S. DATZ & Co.

463 Broome St.

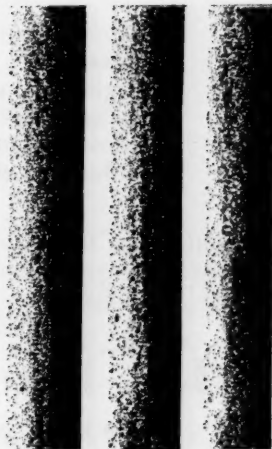
New York, N. Y.

Est. 1905

16 S. Marshall St.

Phila., Pa.

Est. 1896





Ferguson Automatic Container Sealing Machine at the Continental Oil Company Plant, Ponca City, Oklahoma. Handles 500 cases of "Conoco Transmission Grease" per hour at a great savings of labor.

CONOCO GREASES

Now Being Packed with Ferguson Machinery

Conoco Greases are successfully marketed from the Atlantic Seaboard to the Rocky Mountain district, they operate eight refineries and own their own marketing outlets in thirty states.

Ferguson Automatic Machines were selected by Continental after a thorough survey of Automatic Machinery, because of their sturdy construction, efficiency and speed, and because of the scientific adaptability of Ferguson Machines to meet the requirements of every type of package.

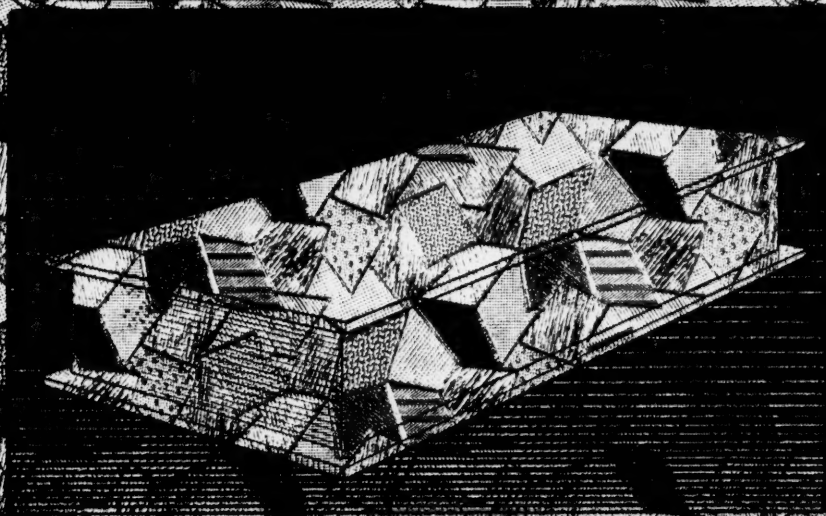
Consult a Ferguson Engineer about your packaging problems—there is no expense attached to this service.

*See Our Exhibit at the Convention of the
National Confectioner's Association
Stevens Hotel, Chicago, week of June 2 to 6*

Ferguson
Automatic
Machinery

THE J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

BRANCH OFFICES: NEW YORK CITY; LOS ANGELES, CALIF.



"for the distinguished package"

A MASTER METAL PRODUCT

UNIFORM BOX COVERS

REYNOLDS METAL CO. INCORPORATED LOUISVILLE, KY.



Wax Wrapping a MISCELLANEOUS OUTPUT for a MINIMUM OUTLAY

*Less than a thousand dollars gives
you the advantages of Big Automatic
Machines!*

Johnson HAND FED AUTOMATIC WAX WRAPPER

Every package which waxed paper wrapping would benefit can now be wax wrapped. The limitations of small volume or varying sizes are swept away by this new Johnson Wax Wrapper. From the feeding operation—paper with the left hand and packages with the right—the succeeding operations are automatic. A light touch of the hand initiates the remaining folder, tucking and sealing movements.

*Also available in models for
cellophane wrapping, and for
plain glassine, glued. Indi-
cate type of wrapping.*

SEND THIS COUPON

Johnson Automatic Sealer Mfg. Co.

Please send me details including
cost-saving data on your Hand-Fed
Automatic Wax Wrapper.

Name.....

Company.....

Address.....

City.....State.....
(M.P. 5 30)

Johnson Automatic Sealer Co., Ltd.
(Subsidiary of Battle Creek Wrapping Machine Co.)
Battle Creek, Mich.

C. S. du Mont, Windsor House, Victoria St.,
London, England



FEED CARTONS & SEAL BOTTOM-LINE & FILL-WEIGH-SEAL TOP & WAX WRAP

Complete Economical Packaging - From Bulk to Shipping Container



reasons why

CONTINENTAL

can better serve you



1. There's a Continental Can to meet every packaging need.
2. Continental Closing Machines of various types give better service.
3. Continental Research and Development Laboratories to assist in the solution of your problems.
4. Specialists in "Packaging To Sell" designs help you develop a new package or modernize an old one.
5. 35 modern Continental Plants located in 24 principal cities to render the utmost in service.
6. More than 5,000 employee stockholders who, as "Partners in the Business," have a deeper interest in serving you.

Here is a packaging service that has pointed the way to increased sales, by better packaging, for many of the country's outstanding merchandising successes. It is based on a quarter century of experience gained in helping widely

diversified businesses to solve their packaging problems.

A call to the nearest Continental Office will bring an experienced representative who can assist you with your packaging problems.

CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd St.

CHICAGO: 111 West Washington St.

SAN FRANCISCO: 155 Montgomery St.

CHICAGO	CINCINNATI	WHEELING	PASSAIC	SAN JOSE	BALTIMORE	OAKLAND	NEW ORLEANS	ROANOKE
BOSTON	DETROIT	JERSEY CITY	LOS ANGELES	CLEARING	CANONSBURG	ALBANY, GA.	SAN FRANCISCO	SYRACUSE
NASHVILLE	HURLOCK, MD.	DALLAS	E. ST. LOUIS	DENVER	SEATTLE	BEDFORD, VA.	KANSAS CITY, MO.	HAVANA, CUBA

"It's Better Packed in Tin"

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1930.

VOLUME THREE
NUMBER NINE

NEW YORK, May, 1930

\$3.00 FOR THE YEAR
35 CENTS A COPY

We Interview Frederick L. Wertz on Window Displays of Packages

And Learn the Solution of Many Problems in Creating This Type of Advertising

As told to K. M. REED

TO the uninitiated the creation of window displays may appear to be a very simple procedure. To those who have not been faced with the necessity of employing this form of advertising the average window display appears to be merely a pleasant grouping of packages. In imagination one visualizes the owner of the store scanning his shelves for attractive packages, selecting a beautiful piece of silk or paper as a background and, actuated by an altruistic desire to help his customers, arranging the display after his store has closed so that the passers-by may be pleasantly surprised in the morning.

But this is not the case. Today there are many large organizations whose entire business consists of creating and distributing window displays. No longer is it necessary for the individual manufacturer to evolve and distribute his display material. These organizations have worked out a scientific method by which the manufacturer can obtain the maximum amount of

benefit from his expenditures for this type of advertising.

One of the best known of these companies is Window Advertising, Inc., of which Frederick L. Wertz is president. Armed with a set of questions we recently ap-

proached Mr. Wertz in his New York office. Much to our surprise we found that our carefully prepared questions were not needed and that Mr. Wertz was more than willing to enlighten us on this important subject.

"No one today," said Mr. Wertz, "questions the value of attractive window displays as a means of promoting sales. Manufacturers of packaged merchandise are realizing that displays of this character are the

only three-dimensional color advertisements available. Unfortunately, this type of advertising is expensive both to produce and to distribute and quite frequently the manufacturer does not obtain the amount of publicity that he has a right to expect in return for his investment.



A luxurious setting is used as a background for a group of toiletries



The use of a few packages concentrates attention on the individual package

EFFECTIVE and sales producing displays are now created on a purely scientific basis. We have gathered over a period of many years a fairly complete reference list that will demonstrate to any manufacturer exactly the results to be expected of the window display he desires. No longer is this important phase of advertising a haphazard, individual creation. Present-day window display services must be nation-wide in scope in order to successfully control the distribution of displays.

"Probably the most difficult stumbling-block to overcome is the lack of cooperation on the part of the retail dealer. We have known of many instances where manufacturers have expended large sums of money in creating and distributing displays only to discover that their displays were never shown in retail stores. Even when the retailer had been forced to sign an agreement to display the product in order to obtain special price concessions it is not unusual to find that the display has never been set up. One of the best methods of preventing this loss to the manufacturer is to employ a service specializing in the installation of the displays.

"Even this method, however, has its shortcomings, for we have discovered no way to prevent the retailer from adding extraneous material or even, as in some instances, competing products to the original display.

"In designing the displays we endeavor to so arrange the display material that it will be impossible to add a single extra package without destroying the display. This method requires ingenuity and cleverness, for the average small retailer can almost always find a way to intrude some other element in the display thus de-

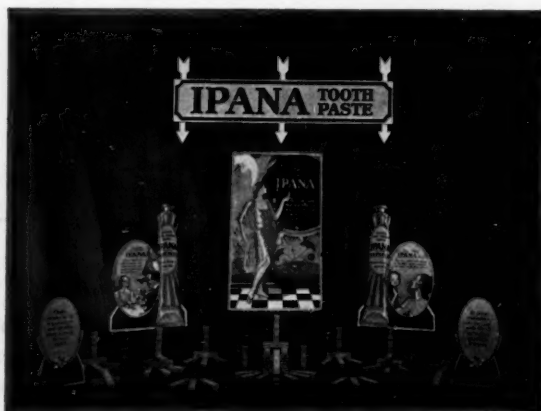
stroying its unity, balance and advertising value.

Manufacturers of packaged products have now learned that the retailer will not usually allow the use of packages from his own stock in assembling a display. Frequently his stock of any particular product is extremely small and he cannot afford to remove the necessary number of packages from his shelves. Also, packages often become soiled or faded when used in the window. In consequence it is usually necessary to employ dummy packages in creating displays. In the toilet goods line where dummy bottles and jars have been supplied there have been cases where the retailer removed these packages from the windows and sold them filled with inferior products. To prevent this it has become necessary to mark each dummy bottle or jar with a statement that it is not to be sold or to fill them with plaster of paris that cannot be removed.

HUMAN interest is of great importance in creating displays. To possess advertising value the window display should appeal to one of the emotions just the same as in the use of any other medium of advertising.

"Check up your window display copy by asking yourself, 'Would I be satisfied to run this same illustration and copy on a magazine page?' In other words, always plan your displays from the standpoint of good advertising and not merely as a dealer help.

"One of the most successful displays of packages ever presented was one employed by a manufacturer whose product is sold in a package that is



Posters are used as a background for a popular product



Repetition of the characters used in other forms of advertising awaken interest



It would be difficult for the retailer to add anything to this display

so small that it seemed almost impossible to display it properly. He arranged what is termed a 'dump' window. It gave the impression that there were thousands of packages in the display and the result was a sub-conscious reaction on the part of the prospective buyer that if one store could stock so many packages of the product it must be good. It was more or less an appeal to the mob instinct in all of us.

ANOTHER method of dealing with that troublesome commodity, the small package, is to employ gigantic reproductions in displays. In this way the likeness of the package is intensified and brought to the attention of the buying public.

"It is impossible to outline any set of rules that will be applicable for all packages. Each package presents a different problem. The color of the package must be considered in order to obtain the proper complementary background. The market for which the product is intended is also a strong deciding factor in creating the displays. Luxury products require an entirely different setting from those intended for the everyday market. Silks and velvets may be used as backgrounds for toilet articles intended for feminine use but would be entirely out of place in a display of hammers or screws.

"In my opinion it is only by a consideration of all these phases that a successful window display can be intelligently designed. And it is only through a well-organized distributing service that the manufacturer can be assured of a proper return for the amount of money expended for this type of advertising."

As we left Mr. Wertz, we walked through the studio where sample displays were being assembled. Each and every one of them was an example of the theories outlined by Mr. Wertz. We realized that instead of growing like mushrooms overnight, each successful window display was the result of years of experience in this field of advertising and close application of the knowledge gained.

Quality-Guaranteeing Labels

THE extent to which labeling of specification-made goods assists the producer in marketing these goods and facilitates the purchase of such goods by the public is well pointed out in the following editorial which appeared in the March, 1930, issue of *Commercial Standards Monthly*.

"The assistance which quality labeling can give the individual consumer in his or her daily purchases is receiving attention in the merchandising industry today.

"Quality labeling assists the manufacturers and dealers in obtaining the maximum benefit to be realized from the mass production, mass distribution, and mass consumption of such of their commodities as comply with the requirements of nationally recognized specifications and also encourages the small quantity 'over-the-counter' buyer to purchase staple goods that are guaranteed to comply with such specifications.

"Purchases made on quality labeled goods will pass along to the 'over-the-counter' buyer (the non-specifications-using public) some of the benefits derived by the contract buyer from using nationally recognized specifications. Such labels are now being employed by many manufacturers frequently cooperating under the auspices of their trade associations.

"Quality labels give to the individual consumers, as well as the organized producers, the benefit of tests and investigations, the result of such research being placed at the disposal of committees formulating nationally recognized specifications (which may or may not be those of the Federal Government).

"The significance and strength of the quality-guaranteeing label will be appreciated when consideration is given to the fact that the label is in reality an announcement to the public that the producer is staking his reputation on the compliance of the labeled commodity with the specification requirements."



Posters and lithographed reproductions of the packages are effective in this display

EDITORIAL

Engineering in Packages

GOOD engineering plays an important part in industrial design, we were recently told by Vaughn Flannery. "Every industrial designer who is going to put himself in the position to tackle all problems of industrial design should have some background as an engineer. It is a curious thing that modern design is getting its greatest sympathy from the American engineer. He realizes, whether or not it may be the last word in design, that at least it is sound. In modern design we are really returning to function and utility as the basis of design."

As an interpreter of modern design—perhaps a better term would be promulgator—the package occupies an outstanding position. Therefore it must or should fulfill all of the qualifications demanded of an exponent of industrial art. If engineering be one of these, so be it. But before committing ourselves to this promise, let us define an engineer so that we may better understand the part he can play in package design.

Some years ago we answered to the title of engineer, having attained same by dint of technical training and subsequent practical work in our (then) chosen profession. It seemed at that time there was but one direction in which we could apply our engineering ability, if it could be considered such. Subsequently we came to the conclusion that such training could be utilized in other channels, and we have since tried to justify that belief.

At one time we had occasion to take part in a discussion of the definitions of engineer and engineering. This, as we recall, was a long drawn-out controversy that terminated in the opinion that "an engineer is an individual who performs or engages in engineering work"—a conclusion that might have been reached earlier had there been an abiding faith on the part of the arguers in the veracity of Webster's dictionary. This is, perhaps, aside from the point; we introduce it only to indicate that there may be a question in the minds of some as to this thing called engineering and its application to package design.

In its modern sense, according to Webster, engineering is the art and science by which the mechanical properties of matter are made useful to man in structures and machines. Therefore, it can be definitely stated that engineering or its application considers the practical value of a plan or design. The engineer must deal with facts, so he gages by "function and utility as a basis of design," as stated by Mr. Flannery.

The average engineer is not an artist; he may sense or appreciate the artistic but seldom is he able to execute it by individual effort. Conversely, the artist may inject into his designs ideas of form or color which, while

artistically correct, are not thoroughly practical for the purpose desired. There can be a successful or, let us say, a happy medium.

A study of so-called modern packages—that is, successful packages which have proved their merit through sales—shows that the qualities of simplicity and expressiveness dominate, that there is a discreet blending of practical artistry and "engineering" soundness. Unconsciously or not, then, we find engineering, if not the work of an engineer, expressing itself in package design.

Packaging on the Air

IT is to be regretted, of course, from the standpoint of the package enthusiast, that the outstanding success of radio broadcasting, "Amos and Andy," has failed to place recognizable stress on the package. Frankly, we think a bet has been overlooked, although the sales records for that particular brand of toothpaste are such as to probably prevent argument.

But there are ample evidences that indicate the package will receive its share of attention from broadcasters. The National Cannery Association recently started a campaign to assist grocers to move canned goods in greater quantity off their shelves, the program to apply to canned foods of every brand and description. The basic purpose of this is to acquaint homes with the variety and wholesomeness of canned foods, the availability and the economic advantage of foods packed in tins and the ease with which they meet every physical need and appetite.

A series of broadcasts were likewise commenced recently by W. R. M. Wharton, chief of the Eastern District of the Food, Drug and Insecticide Administration, United States Department of Agriculture. These related to the protection of the public as afforded by the labeling of packages.

These are but forerunners of an increasing number of talks on the air which will familiarize the public with packages, their design and significance. Occupying the place it does in other forms of advertising and publicity, through the medium of the air the package can again take a prominent position in its relation to the product it contains and as a means of establishing a prestige for that product.

Re-Use in Candy Boxes

AMONG the various packaging groups the confectionery industry has been foremost in adopting the re-use idea in boxes. No doubt this has been due to the fact that proportionately the cost of the box, wrappings, etc., in relation to the total production expense, has been consistently higher than that found in most of the other

groups—a condition which has resulted in a willingness on the part of the candy manufacturer to permit greater latitude to the box makers in ingenuity and design. Then, too, the nature of the product is such that the utility of the container, unless it be designed for future use, is but short lived and its advertising value to the candy maker is momentary.

Meats in Packages

WHILE by no means a new convert to the use of packages, the meat packing industry is making rapid strides in its adoption of this form of distribution for its products. The meats are cut and trimmed to ordinary family-size purchases, prepared for the market by freezing or other methods, the former being held below the freezing point until sold to the consumer. Each package, transparent cellulose wrapped, carries the weight, brand mark and other necessary information for the buyer. Rib and loin lamb chops, leg of lamb, shoulder of lamb, rolled lamb roast, loin roasts and lamb for stew are now being packaged. Also pork chops, pork tenderloin and beef steaks.

Beyond the convenience to the consumer, there is also an advantage to the retailer in that he may now know just what each product costs, his turnover is increased, trimming and shrinkage losses are reduced, he is enabled to carry a larger assortment of goods with the smaller investment and need handle only those cuts that are in demand by his trade.

What the Public Wants

RECENTLY a well-known manufacturer inaugurated a test in New York City and the adjoining territory of New Jersey, offering unwrapped chocolate bars, slightly larger than the wrapped, at the same price. The unwrapped bars were presented in their original container or carbon and were displayed in retailers' show-cases, the only identification being the trade mark imbedded in the chocolate. The test endeavored to determine whether or not the public would respond to the extra value of the product offered.

It has now been announced that the test has not proved satisfactory and will not be extended.

The inference from the result of this test is obvious. While the public is not beyond bargain seeking and will respond to offers that hold out larger quantity enticements for established products, it is unwilling to depart radically from established customs, particularly as to packaged or wrapped commodities.

Guarantee Labels Off Food Packages

IN explaining why "Guaranteed under the food and drug act, June 30, 1906" no longer appears on food containers, the Department of Agriculture has stated that "Many housewives believed the guarantee meant that the Government had examined every can or package containing the legend and vouched for the purity of the food."

"Obviously, it is impossible to inspect all food sold. The guarantee merely meant that the manufacturer guaranteed the product to be pure. The officials examine his shipments regularly, but could not prevent an occasional spoiled package from reaching the consumer.

"Feeling that the legend was deceptive, the Government amended the food and drugs act to eliminate the guarantee, so that buyers would exercise due caution in purchasing.

"The purpose of the old guarantee was to protect the dealer from liability if the goods were below par. The goods could be seized, but the manufacturer who guaranteed the product, and not the dealer, was liable.

"A fact not generally known is that the dealer can demand a guaranty from the manufacturer that the foods and drugs he buys are in compliance with the law."

Cutting Package Prices

DURING the recent convention of the American Manufacturers of Toilet Articles we had an opportunity to hear both sides of a controversy which has been waging for some time and one which is of no little interest to package users. We have heard much of the chain stores—their accomplishments and their shortcomings in the newspapers, the magazines and even the radio. In the two discussions presented, one side of which was taken by the Honorable Clyde Kelly, co-sponsor of the Capper-Kelly Bill, and the other by Godfrey M. Lebharr, editor of *Chain Store Age*, the issue was drawn directly between price maintenance as affecting independent manufacturers and independent retailers and price cutting as practised by the chain stores.

Stating that every bargain has two sides, Mr. Kelly asks why price-cutting stores do not give a bargain on unnamed, unidentified goods, claiming that this practice creates unfair competition to the independent retailer and eventually must force him out of business. Price maintenance on trademarked brands as provided in the bill, he states, will eliminate this competition. But these views are not held by Mr. Lebharr who says that while formerly interested in the passage of this measure, "it has been made quite clear that the object of the present bill is not to protect the manufacturer against predatory price cutting so much as it is to put the inefficient retailer on the same basis as his more efficient competitor."

It would seem that the latter has a little better of the argument from the purely merchandising point of view. However, from the standpoint of the manufacturer who uses packages, whether he be an independent supplying nationally known merchandise or a chain-store operator who packages his own brands, it would appear that he is losing one of the real assets of his package if he does not maintain a consistent price on his goods. Just how far he can go in his insistence on a definite retail price remains to be determined, but if the package represents—or establishes—quality for the contained product, should it not likewise carry a price as the earmark of that quality?

Styling Modern Merchandise*

Utility and Convenience Should Go Hand-in-Hand with Good Design—
Modern Design Is Bound to Come

By VAUGHN FLANNERY
Art Director, Young and Rubicam

IN this problem of styling merchandise there are only three people who can do much about it—the manufacturer, the industrial designer, and the advertising agent. The manufacturer should certainly do a great deal—and the sooner the better. He should study his market with a view to finding out what he can do in industrial design in styling his line, making his product more attractive and more successful. He should study his competition and see what other people in the same lines of endeavor are doing. He should do something which up to now he has been very reluctant to do, and that is, make a study of industrial design, a subject of which he knows entirely too little.

I have spoken of the manufacturer who says he is bringing out a new line of designs to meet public demand. He is only hiding the fact that a more alert competitor has beaten him to it, or has outdone him at his own job. He should be ready at all times to improve his design or consider things that might improve his design.

Modern design as we know it today is at least thirty-five years old. One of the deans of modern industrial designing has already celebrated his fiftieth birthday. Where have American manufacturers been? They still get all excited about it, rushing into hastily thought-out and poorly considered designs and being stampeded into what they think is a fad. They are willing to spend all manner of money on experimental laboratories to test the material that they put in their products, to do everything they can to improve the merit of the thing they have to sell. Yet some of them are afraid to risk a hundred dollars to improve the appearance of the thing they sell. Their experimental laboratories and their experimental work should have a budget which takes into consideration appearance or style just as much as it takes in the other items of their experimental work. They must recognize that utility and convenience go hand-in-hand with good design. Design is not something that is slapped on after you have made your product. They should certainly seek the best available counsel they can find. It is obvious that they may not have counsel within their ranks. I speak now of manufacturers in America in general, and not those who are alert to what is going on and have made what progress that has been made. They ought to have a scheme of continuous experimentation in appearance and design.

* Abstract of a lecture presented under the auspices of the Art Directors' Club on April 14, 1930, in New York.

They should have a scheme for the promotion of the results of their experiments.

Manufacturers today have a very curious idea as to what is modern. The average manufacturer, if you can slap a few cubes and angles onto an otherwise perfectly good package, thinks you are going modern. We ought to do everything we can to straighten that fellow out. Once he finds out that utility and function and good sense have a part in this movement he takes an entirely different attitude. Considerable should be done by those people in position to do it, to straighten out such befuddled ideas.

IN packaging, good design certainly is no hindrance and in most cases it is a help. In some cases where there is keen competition and where the differences between the products are small, often it is the final factor that decides the sale. Design also affords an opportunity for advertising exploitation which is a great help in promoting or selling a line of packaged products. For example, you may have seen the advertising now appearing concerning a line of cosmetics. Upon the twenty-fifth anniversary of the business, the advertising dwelt considerably on the packages, made especially in honor of this occasion.

In re-designing packages for better appearance it is not unwise to consider the subject of utility. You may be able to improve the appearance of the package and at the same time improve its utility. Perhaps I should revise that remark. If you improve the utility of the package you will invariably improve its appearance.

What about the industrial designer? What about the people who are going to make these designs? How do they come off? I have only one worry about the industrial designer, not as an individual but collectively. I think they have too much of the light of Galahad in their eyes and not enough of the light of Lancelot. I am afraid they have let the good old spirit of Uplift, with a capital "U," creep into their efforts of industrial design. That accusation is not true of all of them, but too often this spirit colors their thinking. They too must know something about the American scene and the American people. After all, these are the people whom they are asking to take these designs. Surprisingly few of them have any insight as to what constitutes the American scene so far as design and taste is concerned.

Too often they are inclined (*Concluded on page 50*)



Each gift box in the above group was designed especially for the merchandise it contains

Gift Boxes Should "Look Like a Gift"

To Attract Attention and Obtain Preferential Sales Holiday and Seasonal Packages Must Present Ingenuity and Appeal

By M. C. DIEDRICH
The Keratol Company, Newark, N. J.

WHEN fifty thousand gift boxes were made for the Christmas business of 1928, in behalf of one of the largest manufacturers in America, by a firm heretofore identified more or less as a case maker, every paper box maker in the United States should have perked up his ears and analyzed the effect on the future of the industry. And when the same manufacturer turned to the same maker for a hundred thousand of a somewhat different box for the same purpose in 1929, it behooves every manufacturer of products destined for consumption by Mr. and Mrs. Average Shopper to give serious attention to the success of this type of merchandising.

To be sure, the case recorded in the preceding paragraph is not isolated. Quite a few manufacturers of nationally advertised products are working along similar lines, and among those supplying the cases used by them are a few select box makers. But the field is still compara-

tively in the hands of a small group. They, being encouraged in their first tests of this method, repeat and profit. And like the pioneers of any other well-founded movement, they are entitled to reap a harvest for they have tilled virgin fields.

The question, to my mind, is either a lack of analysis of the potential market or a lack of initiative on the part of merchandisers. Box makers themselves, should sell their customers on the value of the gift box, and while a few do manage to interest merchandisers and sales managers to experiment in this direction, it occurs to me that ordinary market sense and alertness should have prompted more manufacturers and box makers to avail themselves of this augmented means of distribution. I have personally checked up in retail and department stores, and in specialty shops, cigar stores, and other places where "special packaging" or "gift boxes" were in evidence, and the re-

sult is so overwhelmingly in favor of the so-called de-luxe packaging that it should be brought home to those who seek and extend themselves for increased sales and greater profits.

OF all seasons, Christmas is undoubtedly the one which brings greatest response to the gift box idea. By reason of the sales volume possible at that time plans must be made well in advance. They should be conceived as a vital part of a selling campaign, to fittingly wind up intensive selling for the year. And the best part of the gift box plan is that it will fit, or can be made to fit almost

was useful or desired but because it "looked like a gift."

The public wants its gifts to look like gifts. I'll grant they favor brands with which they are familiar, but given their choice, they lean to the planned package. I have overheard two girls discussing the favorite brand of some male's cigarettes, and watched while they deliberately bought a different kind *because it was wrapped in a holly container*. I have observed women spending half an hour looking for inspiration among displayed wares including desk sets, children's black boards, toys, games, and a variety of articles, finally to declare in favor of a box of



A group of boxes attractively covered are used to contain feminine gifts

any type of merchandise that is selected as a Christmas remembrance. As a matter of fact it permits some items that would be entirely overlooked, an opportunity of successfully competing with products ordinarily conceded to be more suitable.

Many manufacturers who think their sales efforts are abortive unless their advertising appropriation runs into five or six figures are neglecting opportunities to attract the attention of thousands of shoppers at Christmas time who are intent on spending money. Intent, mind you, and many of them undecided up to the eleventh hour on what they should buy. I have stood for hours in the aisles of stores swarming with shoppers, most of whom were undecided as to what they would select, and the overheard conversation was generally to the effect that they didn't so much want to buy an article because it

pencils packaged attractively. And they paid over a dollar for the assortment, although I doubt if the contents without container would have cost them more than sixty or seventy cents!

A popular brand of cigarettes put up into a clever case, with tiny drawers filled with twenty each, tipped in different colors, was a merchandising success. Manicure sets, toilet sets, cosmetics, fountain pens, golf balls and bridge sets, pearls, jewelry, confections and even writing paper attract more attention when packed "deluxe." From personal observation and the results of those who have used a distinctive product, I venture to say that manufacturers are assured a greater audience, and therefore secure a greater sale if they merchandise their products in "gift boxes." And, in planning the gift package, bear in

mind, also, that it is a certainty that instead of selling one unit of their merchandise to a prospect, they can readily package an "assortment," thereby moving a number of units, and readily find shoppers who will be delighted to select it, especially if the retail price can be kept somewhere between \$1.00 and \$5.00.

There are of course many manufacturers who plan and distribute their wares on the gift package idea, but fail to get the full benefit by retaining too close a semblance of a too well-known package. If the name of the maker, or the brand of the product is too prominent, it cannot be rated as a gift box. There is room, to be sure, for these reminders of quality or popularity to be visible, but the source of the merchandise must be subordinated to the quality that attracts, and invites selection. It must, first of all, "look like a gift."

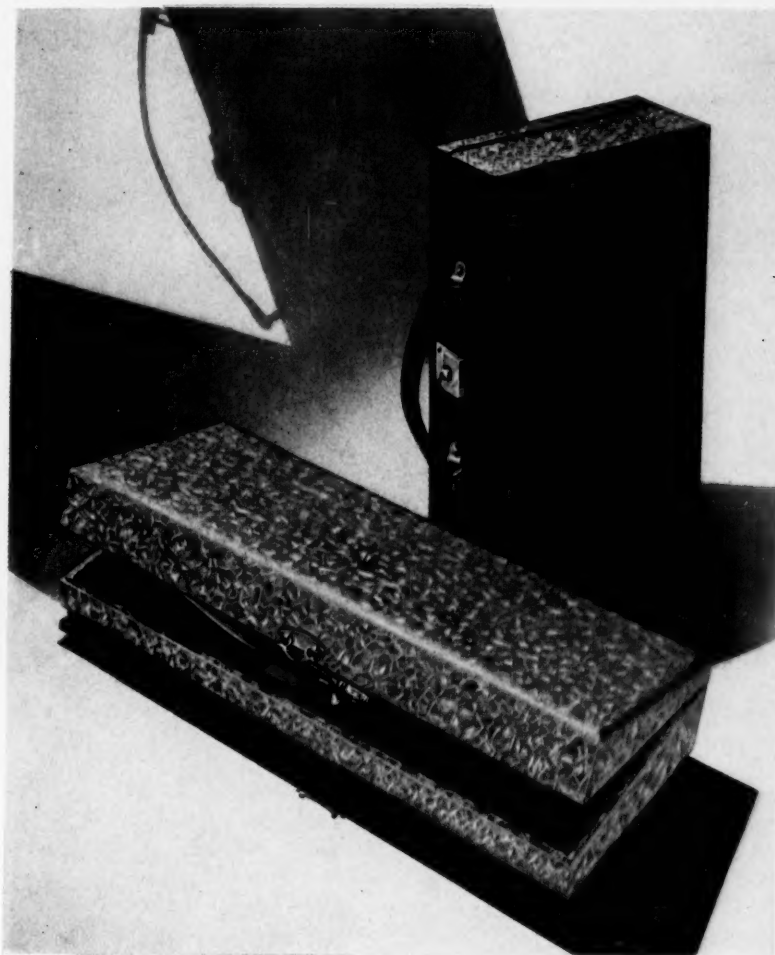
ANOTHER thought worthy of consideration by the manufacturer is that while Christmas is the chief objective in boxing de-luxe, there are other holidays when the same note may be struck with a pleasing echo in the cash register. Every day is somebody's birthday. Mother's and Father's Day were more honestly conceived as a means of increased business. Valentine's Day, Thanksgiving Day, Easter and even Independence Day offer opportunities in certain lines, and every-week end, to say nothing of the entire vacation season opens possibilities where packages planned to appeal to seasonal needs, of special requirements can be marketed profitably. Last, but not least, there is the product, so secure in its acceptance by the buying public, that it can afford to forego the ordinary printed paper container and offer itself to those who prefer an unusual package, just because it looks as though the makers relied upon acceptance by an ever increasing group of discriminating people.

Within five years, or maybe even two years, the gift box will be accepted as essential to even hold on to business; but in the meantime, the box maker and the manufacturer who recognize the value of planned gift packages will reap greater harvests by being in the field before it becomes merely a universal method.

No article directing attention toward the benefits of a concerted move in a direction which is nominally untried by an industry as a whole, justifies its existence unless it can, at the same time offer

some constructive ideas or suggestions feasible for trial. Hence the illustrations. Without actually naming the product for which the packages,—the "gift boxes" are designed, they show the greatly strengthened attraction of such articles when aided by de luxe packaging. They make visible evidence of display power which cannot help but sway the mind of the purchaser to a favorable impression, particularly when such artistically conceived containers face no more formidable competition than the usual branded, or plain cardboard boxed wares surrounding them. The contrast is overwhelmingly in favor of the distinctive package.

It goes without saying that success in merchandising does not lie in the policy of adopting highly colorful, or elaborately modern designs, and relying merely upon them to capture the fancy of the consumer. The illustrations accompanying this message on merchandising go a long way toward emphasizing how distinctive treatments in package design are better achieved by enlisting the aid of cover stocks that are, above everything else,—different and out of the ordinary. It is a matter involving texture as well as color-harmony and appearance—the sense of touch, as well as the sense of sight.



Even large boxes intended for special purposes reflect the new trend in box coverings

EACH of the boxes shown, is covered with Keratol, and reproduced in the colors of the original. There is practically no end to the effects that can be obtained. The vision of the merchandiser,—the artist who envisions the package as the vehicle with which to emphasize appeal to the public, is the only limitation, for practically every color scheme, and hundreds of beautifully embossed patterns are available.

That, of course, stresses the importance of a competent staff of designers who can combine in the finished box, utility, grace of line, color in harmony with the contents, and still keep a weather eye on such disconcerting restrictions as costs in practical production. And there again, we face another angle in the situation. Quite a success has been achieved by manufacturers who have planned their package to live a longer life than the ordinary container. They have followed the psychology of the buyer who cherishes the beautiful because it is beautiful, and who is reluctant to discard the artistic package. Whereas the ordinary container serves its purpose simply by enclosing the unit of sale, and carrying the brand of the maker,—the exceptional package succeeds in outliving its initial purpose, and is kept in continual use as a decorative receptacle for the merchandise, and thereby invites favorable comment from those who chance to see it. This in itself is a subtle form of advertising and merchandising, sharing goodwill between the buyer and the far-sighted manufacturer, and engenders a stimulant to other prospective buyers in the powerful desire to possess.

Even beyond the point of sale, the period of use, and the time for replenishment, the farsighted manufacturer has discovered that a beautiful container often prompts the owner of the charming package to seek the same product, as a refill, thus creating a continued sale. And very frequently, the possessor of the unique or beautiful container, is reluctant to part with it because it can be adopted to serve as a box or chest for

some of the many little items of personal or household use that are prone to be lost or mislaid.

This feature, as well as the desire of manufacturers to provide beauty of texture as well as of color has brought Keratol to the foreground. It is a cover-stock that survives the perils that might easily render unfit for use, any less durable substance. It resists scuffing, and is impervious to moisture, acids or vermin, but its greatest attraction lies in its richly embossed surface, and the colors that are not merely laid on the top, but are a part of the substance itself.

While there are many manufacturers who undoubtedly feel that the merchandising development of their individual product is desirable but who hesitate because of the cost involved in undertaking radical changes in packaging, there are so many of the better box makers and supply houses who will gladly co-operate with them in producing really worth while suggestions that there is no excuse in 1930 for lack of sales because of lack of sales appeal.



Suitable colors and forms are employed for special purposes in the boxes in the above group

Packaging Absorbine Jr.

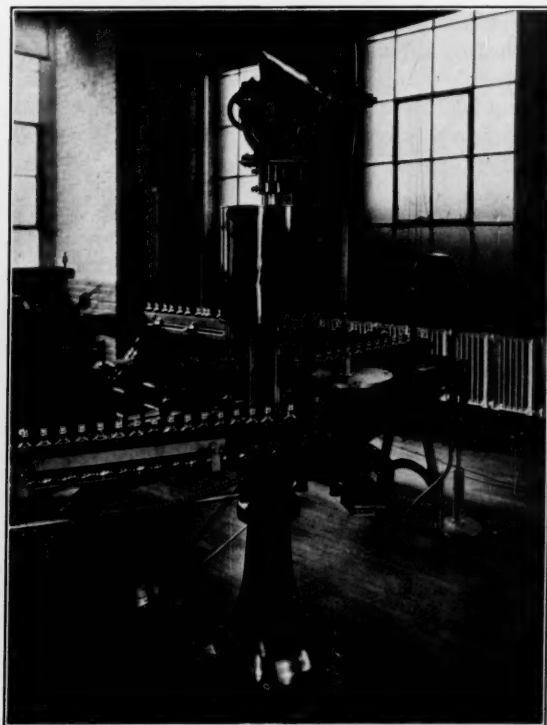
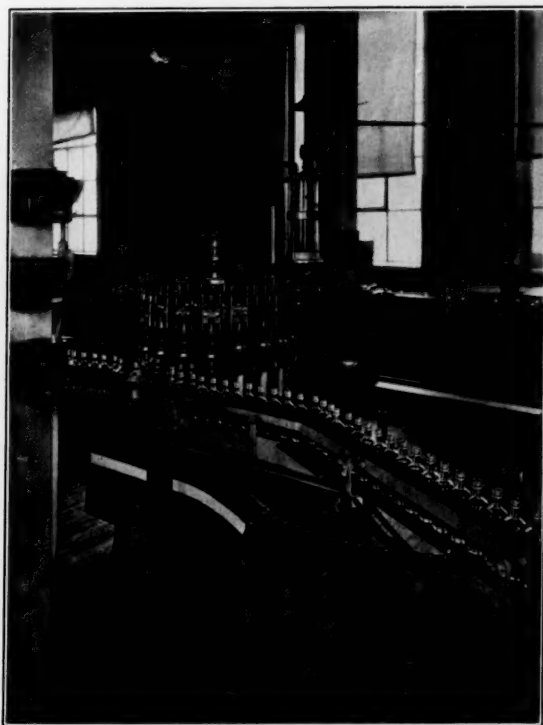
Simplicity and Engineering Precision Characterize Each Step in the Process of Preparing a Medicated Liquid for Distribution

By EDWARD THOMPSON

LIGHT, cleanliness and activity are three adjuncts to the appearance of any plant which create a favorable impression. Add to these the effect of new equipment, smooth-running and capable of economic and prompt delivery, and the packaging expert—or for that matter, any production executive—finds himself in an ideal atmosphere. Such an instance was occasioned during a visit to the plant of W. F. Young, Incorporated, at Springfield, Mass. There is

Claiming a multiplicity of external uses, as well as being utilized as a mouth wash, Absorbine Jr. has been found successful in full strength or in diluted solution. The directions for its use are included on the label and these are supplemented by further directions included in the insert booklet. In the extensive advertising of this product, reproductions of the bottle and the carton are used.

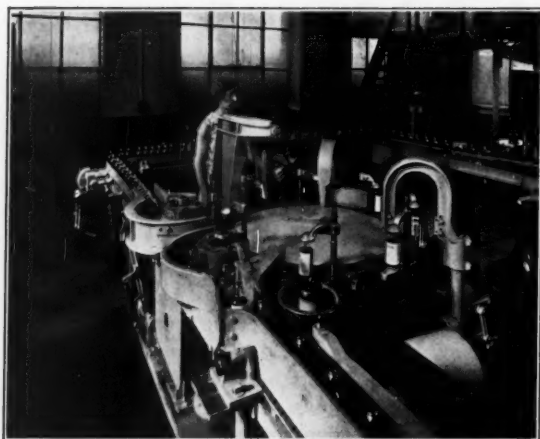
The various packaging steps are well shown in the



Bottles are filled automatically by an 18-stem rotary vacuum filler and are conveyed by a continuous moving belt to an automatic capper which places screw caps on each bottle

nothing complicated in the methods used in the packaging of Absorbine Jr., the product of this company, other than the fact that the equipment which performs the various operations includes intricate mechanisms which are common to modern devices of the type. There is a continuous production flow, without interruption, and the onlooker is impressed with the engineering simplicity that characterizes each packaging operation.

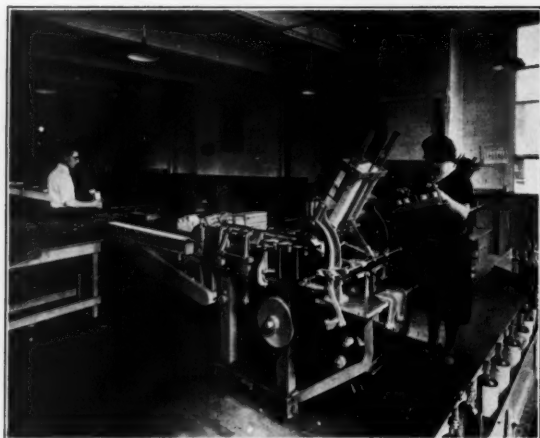
accompanying illustrations. Original bottles are received in corrugated shipping cases and as these are unpacked the bottles are placed by hand on a continuous moving belt which carries them to an 18-stem rotary vacuum filler. Here the feed line is diverted so that the bottles are filled as they move around the circle of the rotary filler to be returned to the belt that is again diverted to the automatic capper. In this machine, screw caps are automatically fed to the revolving



They then travel through a rotary labeler which affixes each label

disk from which they are picked up, one by one, by the placing and tightening mechanism that makes the closure giving the cap sufficient turn to hold it firmly in place and assure non-leakage of the liquid.

The filled and capped bottles then continue their travel along the moving belt, making two right angles and entering the automatic labeler. Here a series of carriers hold the bottles firm on a revolving base plate which moves consecutively past a device that automatically applies the label and through two series of

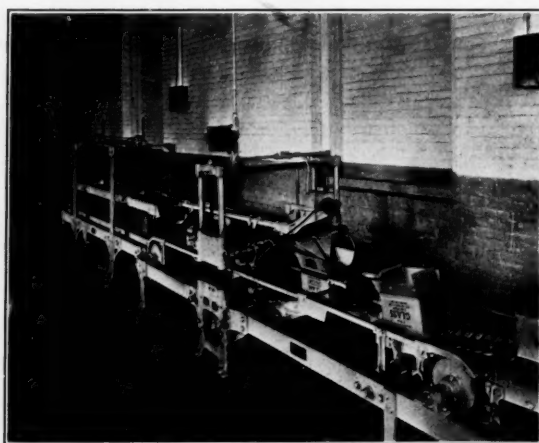


Thence to a cartoning machine which places bottle and insert in folding carton

brushes which press the label in place and remove any excess adhesive. The labeled bottles then continue in a straight line, along the belt, to a point opposite the cartoning machines. Up to this point, the machines described are adjustable to two sizes—4 oz. and 12-oz. bottles.

Two cartoning machines are provided, one to handle the 4-oz. size and the other the 12-oz. size. The bottles, removed by hand from the supply belt, are placed in a horizontal position in a magazine that feeds direct to the cartoning machine. The further steps of the cartoning operation consist of the wrapping of a booklet,

together with a single-ply corrugated strip, around each bottle and inserting this assembly into the carton. The latter is supplied with one end glued and is joined or opened up automatically from the flat or knock-down blanks. The open end of each carton is then tucked in and the completed packages travel to the packing table where they are placed, one dozen each, in corrugated shipping cases, which are provided with single straw-board liners. The package production rate is 1100 dozen of the 4-oz. size and 600 dozen of the 12-oz. size daily. The cases are conveyed by gravity rollers to an automatic top and bottom sealer where glue is applied to the flaps, each case firmly sealed and automatically discharged to a chute which carries them to the shipping floor on the steel level of the building.



The packed shipping cases are carried through an automatic top and bottom sealer

EQUIPMENT AND SUPPLIES

Rotary vacuum filler: Karl Kiefer Machine Co.
Capping machine: Capem Machinery Corp.
Rotary labeling machine: O. & J. Machine Co.
Cartoning machines: E. D. Anderson, Inc.
Conveyors: Karl Kiefer Machine Co.
Top and bottom sealer: Standard Sealing Equipment Corp.
Bottles: Owens-Illinois Glass Co.
Caps: Brass Goods Manufacturing Co.
Cartons: National Folding Box Co.
Adhesives: National Adhesives Corp., Standard Sealing Equipment Corp.



Window display showing Absorbine Jr. packages



*A*s your package clothes your product, so does the coloring of ink *make* your package.

*I*NSURE the effectiveness of your package appropriation with well-designed printing. Insure your printing by specifying to your printer or boxmaker.

Courtesy E. N. Rowell Co., Inc., Batavia, N. Y.

TRIANGLE INK *and* COLOR CO. INC
26-30 FRONT STREET BROOKLYN NEW YORK



Courtesy E. N. Rowell Co., Inc., Batavia, N. Y.

MAKE THIS TEST FOR YOURSELF — —

TAKE your present package; place it next to the color model made by your designer and compare every detail. The design will be the same, likewise the copy. Dimensions will be identical.

What then is it that will make the model look fresh . . . the package slightly knock-kneed. Look now . . . is the color different?

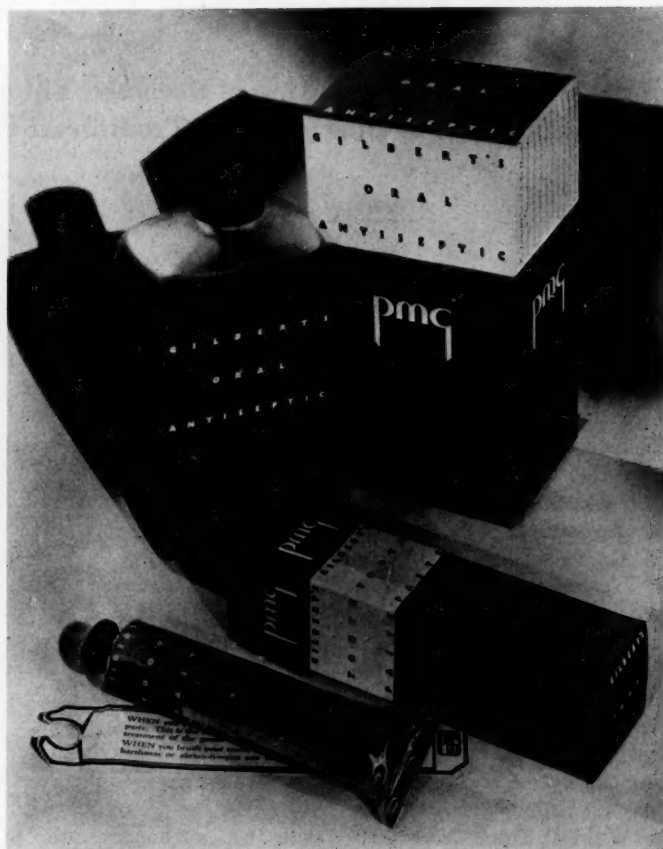
If it is you realize the importance of ink. And realizing you will be glad to know that if you specify high grade inks to your boxmaker or printer you will get them.

Triangle Inks are designed to reproduce the artist's conception to the last shade. They will add to the attractiveness of your package, an element of freshness and accuracy of color detail far beyond your fondest hopes. May we place our color books on your files ready for your next print job? We will be glad to do so . . . or to consult with you on the solution of your color problems.



TRIANGLE INK and COLOR CO. INC
26-30 FRONT STREET BROOKLYN NEW YORK

Packages of the Month



Photograph by E. H. Rehnquist

DURING the past five years the industrial world has watched the struggles of designers who were endeavoring to evolve from the chaotic misconception of the so-called modern art a sane and reasonable method of design suitable for industrial needs. Working on the mistaken theory that this new trend was a discovery

of the twentieth century, these designers created many decorative effects that consisted mainly of bizarre color effects and weird arrangements of angles and lines. Since that time the industrial world has begun to realize that this new trend is only a sound application of the fundamental rules of decoration adapted to the needs of the present time and, as a result, there is evolving a standard for modern industrial design that possesses as its most distinct characteristics the qualities of appropriateness and beauty.

Nowhere is there greater need of a thorough understanding of this more recent development of methods of decoration than in the field of package design. Retail stores are filled with packages that are examples of abortive attempts at modernizing packages. True, the mere novelty of many of these packages has resulted in a temporary increase in sales but the lasting benefit hoped for when the packages were changed has been sadly lacking.

The packages shown in the accompanying illustrations are excellent examples of the newest developments in package design. They are the work of Gustave B. Jensen, the industrial designer, who has created many

successful designs both for packages and other industrial purposes.

Mr. Jensen possesses a distinct flair for simplicity in design. He achieves unusual and eye-arresting effects through his skillful manipulation of colors, line and typography and these packages are developed in a style that is distinctly his own. He believes

that the industrial designer should learn to create beauty within the limits imposed by his medium whether he works in glass, steel or paper. He also believes that the type face used on a package should form an integral part of the design—a theory that is well demonstrated in the packages shown above.

THEY were selected as the packages of the month because of their suitability, both for the products they contain and the environment in which they are displayed. Both products have been used by dentists in their professional work for over three years and recently when the Gilbert Products Corporation of New York decided to present these two products to the public it was thought necessary to turn to effective packages in order to achieve this purpose.

Realizing that the modern drug store—the place in which products of this character would be sold—is no longer a drab, colorless background for merchandise, Mr. Jensen selected as his color theme a brilliant dark blue—sometimes called Worth blue—combined with black and white. The lettering employed forms a part of the design itself and the (Concluded on page 50)

The Slacker Package Is Saying Goodbye

**An Interpretation of the Haugen Bill Which Aims at Deceptive Filling of Containers—
Bill Holds No Disposition to Interfere with Traditional Practices**

By WALDON FAWCETT

THAT plague upon the houses of packaging—the “slack-filled” container, so-called—is passing. For years on end there has been a hue and cry regarding under-filled containers and what have been loosely denounced as “deceptive” packages. It seems almost too good to be true that the industry is at last to be free of this tempest in a teapot. Yet that is the promise. If not by Federal regulation, then by cooperation in industry, under governmental auspices, is the bugbear to be banished.

Before we proceed with the rejoicing that relief seems at last to be at hand from a form of excitement that has smirched the fair name of the container industries (or some of them), we should have clearly in mind the objectives of the reform movement. On the part of the general public there has been a disposition to lump all camouflaged packages, innocent and guilty. The terms “slack-filled container” and “deceptive package” have been treated as though they were synonymous. There has been, on the part of the hysterical, clamor for governmental intervention, whereas the form of police regulation originally sought was possible only in the case of the food and drug products.

In order that we may have the proper perspective on recent developments let it be agreed that slack-filled containers and “deceptive” packages are two separate and distinct species, with histories sharply in contrast. The “deceptive” package, against which the hubbub has been made by zealots of truth-in-packaging, is seldom anything more than an exaggerating package. One example of the heinous culprit is the candy box with a false bottom. Another example is the panel bottle which is in extensive use in the flavoring extract industry. Every fair-minded person realizes that in ninety-nine cases out of a hundred such liberties in packaging have been taken, in this generation, not in any deep, dark plot to impose upon credulous customers but simply in deference to trade traditions that have come down from past dynasties. In the view of tradesmen, a package form may be a fetish no less because it slyly practises flattery. Many members of the flavoring extract industry will tell you that habit-held consumers will not purchase flavoring extracts in anything but panel bottles, and this established practice will probably continue with regard to this particular group of commodities.

THE situation with respect to “slack-filled” containers is a bit different. Probably there were isolated instances of intentional or unintentional short-measure from the earliest days of packaging in consumer units. But the license now condemned as slack filling is a heritage which came to us from the World War. During the trying years following 1914 many packagers in various lines were suddenly called upon to revise their parceling policies when the commodities which they packed were subject to sharp upward revisions of price. To one not in the know, it might have seemed that the simple solution of the problem, insofar as packaging was concerned, would be to revise package fashions to keep pace with the gyrations in price. But there were two good and sufficient reasons for not doing this.

First, many packagers had built up their trade on standard, rigidly-priced units. This was conspicuously true, for instance, of the firms that packaged goods for sale in the 5 and 10 cent stores. They could not tamper with the time-honored price pegs without jeopardizing their trade. Second, there was a numerous contingent of packagers who had on hand in their stockrooms vast quantities of made-up containers in the familiar dimensions. They felt that they could not afford to junk that investment to jump to new package models with every fluctuation of commodity prices. To boot, they were not at all sure that they could be re-outfitted with modified containers under war conditions.

In the face of this double dilemma there happened just what was normal and logical under the circumstances. Packers made use of their old containers and accommodated themselves to the necessities of the occasion by partial filling. The purchaser received the full quantity of the commodity that his payment commended at the going market quotation. And, intrinsically, it was not his loss that he received his ration, reduced by the war, in the old-style receptacle—a holder that was really oversize in the era of changing values but that was an innocent instrument of commerce if the buyer but read the label and bought, as every buyer should, in terms of net quantity.

If the necessitous underfilling of stock packages found on hand had been merely an emergency, war-time expedient we should not be hearing of it now. But, in some lines, prices were even more fickle and more rest-

less in the years following the war than during the conflict. So, even the most conscientious of packagers were tempted to resort to this adjustable packaging in order to be quickly responsive to price changes. But what particularly wrought havoc was the laxity of a small minority of packagers who, bad cess to them, indulged in hold-out practices out of a mistaken notion of a package showmanship.

CONTINUANCE of skimmed helpings spelled opportunity for the busybodies who are always scenting scandal. They linked up slack filling with all the shuddering schemes for magnifying the appearance of package contents. And, as a result of the agitation, the U. S. Food and Drug Administration appealed to Congress for the enactment of an amendment to the Federal Food and Drug Act under which slack-filled containers and deceptive packages might be seized and penalized as "misbranded." That was quite a few years ago. But the pot goes on boiling without ever boiling over. Because Congress has never, up to the time of this writing, quite come to the sticking point. On several different occasions a measure to put packaging in a straight-jacket progressed half way to the status of a law. That is to say, it passed one house of Congress. But always the other branch of the national legislature failed to concur.

It is by no means strange that the sympathy of Uncle Sam, in his role of guardian of the public interest, was aroused by the propaganda of the critics of underfilled or overboastful packages. It was represented to Washington that these masqueraders traded unduly upon the propensity of the public to jump to conclusions. In the case of food and medicinal products every package must bear a plain statement of the contents in terms of weight, measure or numerical count. Even so, the story ran that the everyday purchaser was unlikely to take the trouble to read the small type specification. Much more likely, forsooth, to form an idea of bulk from the front elevation of the package, heedless of optical delusion.

So the regulatory officials of the U. S. Department of Agriculture took the warpath against over-indulgence in "front" in packaging and have held to the crusade through the varying fortunes of several successive administrations. It is only fair to say, however, that these official revolutionists have never blindly persecuted any package forms as such. For example, they have never hounded all panel bottles, out of prejudice against the pattern. Only the versions of the panel bottle that are so pinched that there is room for a minimum quantity of liquid between the receding side-walls. Similarly, the would-be censors of packages have never called down Federal wrath upon all window cartons. Only upon those in which the content has been cunningly carried no higher than the upper level of the window, allowing an imaginative customer to assume that the package was filled to the brim.

IN fairness, too, it should be explained that the prolonged campaign to outlaw packages that stretch

the truth has not been incited solely by Federal officials and the innocent bystanders—say certain organized groups of retail grocers—that have had to hear the resentment of such few ultimate consumers as are sensitive to practical jokes in packaging. Reinforcing these protestants very forcefully, especially in later years, has been the sentiment of conscientious packers who have found themselves at a disadvantage in competition with slack-fillers and users of magnifying packages. Exponents of utmost honesty in packaging have confided to Washington their repugnance to the whole idea of package manipulation but have questioned how much longer they could refrain from the practices if compelled to meet the rivalry of confirmed eye-teasers.

The assault upon slack-filling and deceptive packaging, as represented by the corrective program of the U. S. Food and Drug Administration, we have had with us for upward of a decade. Considerable publicity has been given to the issue incident to the public hearings which have been conducted by Committees of the Senate and House of Representatives preliminary to "reporting out" the successive editions of the Haugen Bill. But Congress has been more than deliberate in actually fitting the Food and Drug Act with the new set of teeth. Now, just when Congress appears more favorably disposed than ever before, behold a new gesture to the same end from quite another quarter.

To put it bluntly, the Federal Trade Commission has butted in on what the Department of Agriculture regarded as its especial prerogative because it "saw it first," even though a bit slow on the trigger. Employing its familiar and hard-worked device, the Trade Practice Conference or Trade Practice Submittal, the Trade Commission has entered upon the task of persuading industry to clean its own house, imposing a compromise code of packaging by voluntary action and mutual consent. The new move, spotty though it be, would be interesting in any event as opening a new channel to a perennial objective. Insofar as it suggests a matching of zeal and a duplication of effort by two separate and distinct branches of the Government without any semblance of joint action or prearranged cooperation, the project is doubly interesting.

IT is perhaps significant that one answer to the initiative of the Trade Commission was a push at the Capitol which put the Haugen Bill through the House of Representatives early enough in the tenure of this Congress to allow the Senate time to follow suit. Nor do the Regulatory officials at the Department of Agriculture make any pretense that they feel that the inaugural success of the Federal Trade Commission has obviated the necessity for an amendment to the Food and Drug Act. In response to questions on behalf of MODERN PACKAGING the Food and Drug officials generously said that so long as a desirable purpose was served it did not matter which branch of the Government was instrumental in reform. But they left the questioner with the distinct impression that the Food and Drug Administration has the machinery, lacking in other quarters, to deal comprehensively

with package transgressions in the commodity fields where infractions are most frequent.

Droll coincidence, if nothing more, the gossips find in the circumstance that the most conspicuous exploit in package reform which stands to the credit of the Federal Trade Commission occurred squarely within the jurisdiction of the Food and Drug Administration. Not only was spice packaging in just that state of confusion to invite the paternal supervision of the Food and Drug Administration when Congressional power comes to its arm, but in all the discussions at the Capitol the situation in the spice trade has been instanced as the preeminent horrible example of the need for package regulation incident to vigilance to insure the purity of food products. Indeed, it was accounted that the most difficult milestone in the march of progress had been reached when spice trade organizations endorsed the special legislation-to-be.

Of the packagers who feel that squirm as it may all business is in for a dose of "pure packaging" there are not a few who have welcomed rather than resented the entry of the Federal Trade Commission with its alternative prescription. Their theory is that the regimen, via Trade Practice Conference, at least results in the setting up of hard and fast rules to which packagers can conform with confidence. They fear that if it were left to the discretion of individual officials at the Department of Agriculture (with all the inevitable changes of personnel) to pronounce what constitutes "slack" filling and "deceptive" packaging, there would be a maze of uncertainty and inconsistency that would be made all the worse by the presence of red tape. That there is something to be said for the know-where-you-are-at equation was evidenced when in a surprisingly short time after the adoption of the schedule of spice packages, one of the leading supply houses was enabled to announce a full line of containers modified to meet the new exactions.

THE code as worked out by spice grinders and packers sets up four maximum package dimensions, scaled for the popular units of sale in the trade affected. It is stipulated that to pack 2 oz. of ground spice in a container of greater capacity than 145 cu. cm. "is slack filling and an unfair method of competition." For the 1½-oz. portion a container limit of 120 cu. cm. is fixed. A helping of 1¼ oz. dare not go to market in anything bigger than a 100-cu. cm. container. And the one-ounce unit is restricted to a package that does not exceed 80 cu. cm. Not content with the direct approach through package-users, the Trade Commission is evidently determined to simultaneously attempt an indirect approach by way of the container industries. What may be expected in this latter quarter is indicated by the Trade Practice Conference Rules accepted by the veneer fruit and vegetable package industry, included in which is a denunciation of "any short measure or deceptive package."

Assuming that it is only a question of time until Congress enacts a Deceptive Package and Slack-Filled Container law, the package industries may not be so much

concerned to placate the Federal Trade Commission as to secure at the Food and Drug Administration a practical, common-sense interpretation of the expected law. The Trade Commission has so many matters on its mind that it need not be expected to be too precipitate in rounding up all the package-using groups. On the other hand, the Food and Drug Administration, once it had a law applicable to interstate and foreign commerce, could proceed sweepingly in the most thickly populated of all package communities.

In all fairness it should be said that, for all that the Food Administration stands by its guns that it wants and needs the special legislation, there is no disposition to make the projected censorship a hardship or a nuisance. Particularly are the Department officials doing everything in their power to reassure packers regarding their policy as to "tolerances." In full recognition that latitude must be allowed in packaging, the Haugen Bill specifies as follows: "In constructing and applying this provision reasonable variations shall be permitted and also due allowance shall be made for the subsequent shrinkage or expansion of the food which results from a natural or other cause beyond reasonable control."

OFFICIALS have indicated to the writer that they expect to follow the same rule of reason with respect to other situations that may arise involving desirable elasticity in packaging. Thus the executives freely recognize the desirability, in the case of many products, of recourse to interior packing of one kind or another—say the use of liners. Accordingly there would be no disposition to interfere with packaging practices such as the routine of gelatin powder manufacturers who are wont to place the product in a bag and enclose the latter in a folding carton. Indeed, the officials insist with all the emphasis they can give that they will study motives when analyzing packages. Intent to deceive will be the gauge of guilt. The packager who has indulged in package "inflation" merely through following trade tradition will have every opportunity to painlessly adapt himself to the sterner standards of packaging. And when it comes to giving force and effect to the contemplated law, if it arrives, a generous spirit of accommodation is promised in affording packers opportunity to use package stocks on hand.

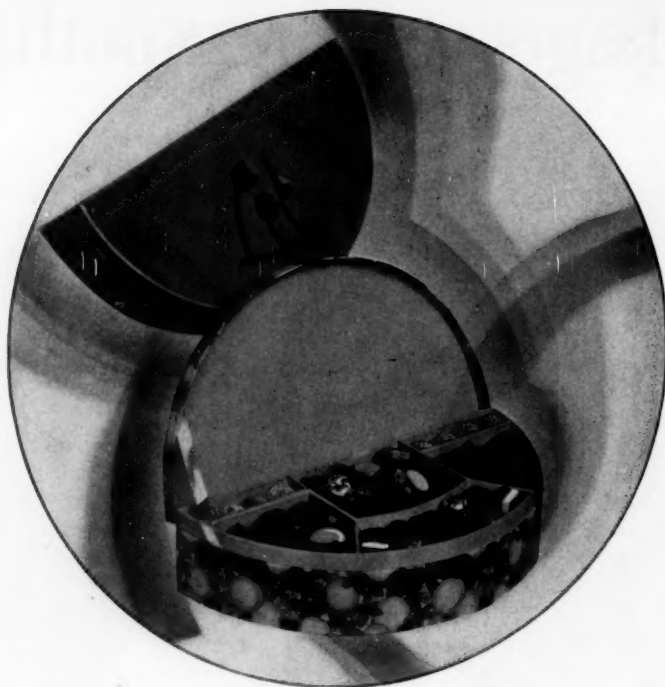
Acknowledging an Error

UNDER the title, "New Gift Packages for Stationery," which article appeared in the April, 1930, issue of MODERN PACKAGING, it was inadvertently stated that "the Whiting-Patterson Co., Philadelphia, Pa., has developed the very colorful and handsome gift boxes shown in the accompanying illustration." Actually, these boxes were manufactured and sold by Marcus Ward, the covering papers being those of the Whiting-Patterson Company. Also, the fancy paper division of the latter company maintains its headquarters at the New York office, 386 Fourth Ave., instead of at Philadelphia, as stated in the article.

Packages in the Spotlight



The large box in the upper center is covered with green Keratol and piped with gold. This and the two round velour-covered boxes at lower center are by W. C. Ritchie and Co. ¶ Upper right and left are two cartons for rolls of facial tissues. Both by Robertson Paper Box Co. ¶ Upper center is a bath salt package of Cellophane attached to a metal base. Used by Bouton, Inc. ¶ Decorated sugars and sugar crystals are shown at right and lower center. Packed by Alkire Arts of Maywood, Ill. ¶ The pyramid-shaped carton shown at upper left contains a bottle of Ney, the liquid deodorant sold by the Ney Co. of Philadelphia. ¶ Directly below is shown a set-up box covered with red paper containing "Beachfire Trumps," sold as bridge prizes by Beachfire Fagots, Inc., of Waverly, Mass. Other boxes shown are a group of German candy packages. The Odol container was selected because of its convenience in use.



The Extrinsic Candy Box

Confectioners and Other Manufacturers Can Adapt the Popularity of the Utility or Gift Container Idea to Their Packaging Problems

By PAUL S. RUMPEL

DURING the first week in June the confectioners of the country will meet in convention at the Hotel Stevens in Chicago. It would be difficult to conceive of a group or an industry that is more justified in going to a national convention expectant of help—not ballyhoo, not bromides, not promises nor guesses, but real constructive help—the kind that will enable those attending to return to their desks with the inspiration born of having glimpsed at least one *idea*. Many there are at this writing who are striving earnestly to bring to their association just the suggestion, or perhaps the nucleus, of an idea that will grow into a workable plan for the development of better and therefore more profitable candy business. That their efforts may be fruitful is the sincere wish of all associated with the industry.

There is a close bond of fellowship between the manufacturing confectioner and the maker of boxes. The one supplements the other's sales efforts; for without boxes the candy man cannot exist and without the candy industry many a box plant would be working on short rations. Therefore, it is only fitting at this time to give

some consideration to the confectioner's problem, from the boxmaker's viewpoint.

When chocolates and bon bons were considered a delicacy, if not a luxury, at a dollar and upward per pound, and the ingredients were infinitely cheaper, the cost of packaging was not, as now, of paramount importance. Trade customs (or perhaps more properly called "trade abuses") were not so firmly established and the attractive package overcome the natural sales resistance to what was considered a "high priced" candy.

PERHAPS the most difficult problem the manufacturing confectioner has to solve today is to offer the patrons of his product *outstanding value*—good candy that will ship satisfactorily and will retain its freshness the required length of time, at a price that will net the dealer as well as himself a fair profit. Box or packaging cost enters into this calculation in no small way. If the package could be made more attractive—perhaps more practical—much of the difficulty would vanish.

In this connection it is to be noted that the better de-

partment stores throughout the country have established "box departments" where gift and utility boxes are sold. Also, and more pertinent to the subject, it is well to note that several candy manufacturers have harnessed the popularity of the utility or gift box idea to their packaging problem. It is too early to predict whether or not this is a solution to the box problem, but it is certain that those who have pioneered the candy-filled gift and utility box idea have cut their packaging cost and have given their sales force an incentive for larger, more profitable sales.

Thousands of boxes cross the counters of the box or notion departments of the foremost department stores every day. Customers, largely feminine purchasers, spend their good money for *empty boxes*: boxes designed to fit the need of limited space in the apartment; boxes that bring order to the closet that has hitherto hidden behind tightly closed doors; boxes of uniform design and color to grace the wardrobe shelf as well as the dresser, dressing table and chiffonier drawer; boxes for men's haberdashery, ladies' hosiery, handkerchiefs, etc.

Why not make the gift or purchase of candy a "double value"—let the box pay its own way?

If the empty box is worth a dollar at retail sale, why isn't it worth a dollar—plus the price of the candy contents, when sold as a candy box?

The accompanying illustrations emphasize this thought. The semicircular box with its partitions and compartments for darning floss, mending accessories, etc., becomes a delight to the eye of the candy purchaser. Not only is the candy beautifully displayed, it is also well protected for delivery or shipment, as the partitions are substantial—far more so than the slotted partitions peculiar to the regular candy box. The cover is securely hinged, it fits closely. The covering paper is lacquered, wear-resisting, soilproof. Such boxes have that rare combination—intrinsic as well as extrinsic value.

A leading, mid-western candy manufacturer—and a practical merchandiser—resorted to the four-drawer

trinket box as a Mother's Day offering. What a beautiful tribute for this occasion! Not the proverbial box of candy, but wonderfully good candy presented in a box that will live long after the contents have delivered their message of love.

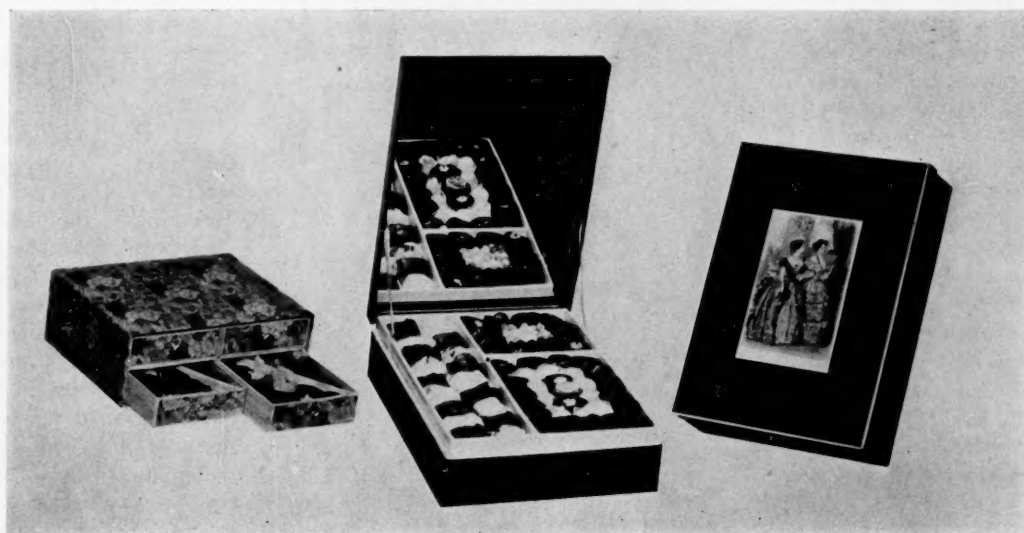
What will eventually be a "make-up" box when the candy is gone is represented in the jet-black box decorated with an old-fashioned print of yesteryear. Mirrored cover, strongly hinged and supported; compartments for creams, complexion powder, facial tissue—all handsomely lined with smooth, hard-finished paper that will wear indefinitely, at least until the mode changes.

Considered from a box maker's standpoint, the forthcoming convention of America's manufacturing confectioners is of prime importance. The trend of the trade in its packaging practice will be accurately forecast in the displays of the country's leading manufacturers of candy boxes. The changing mode, from the large piece of candy to the small—dictated by the fad of dietetics—will also be reflected in the changed interiors of the newer candy boxes. The newest creations of the makers of paper cups and decorations will enhance the efforts of the box maker whose designs anticipate the candy makers' wishes.

Chicago will be the Mecca for candydom the first week in June. If your packaging problem seems troublous, consider the candy man and trail him to Chicago. Who knows, the idea for a better box or display for your product may be beckoning behind the transparent wrapping of next season's outstanding candy box.

A Correction

IN the March issue of MODERN PACKAGING on page 50 appeared an article, "Packaging Machinery Speeds Distribution." In this article we failed to make proper acknowledgment of the photographs which were received through the courtesy of the J. L. Morrison Company, Niagara Falls, N. Y. This company supplied the wire stitching machines shown in the illustrations.—EDITOR



Candy boxes possessing re-use value are excellent sales stimulants

Keeping Package Pace

**The Presence in Increasing Numbers of Old Products in New Packages Proves the Power of the Package as a Vital, Forceful Merchandising Factor—
Herein Two Recent Instances Are Cited**

By JOHN WINTERS FLEMING

EVERYWHERE the old and familiar is putting up a new front to meet the challenge of change."

So typed Merle Thorpe, editor of *Nation's Business*. Nowhere does his assertion apply more pertinently than in packaging. The presence in increasing numbers of old products in new packages not only bears out Mr. Thorpe's contention but also proves the power of the package as a vital, forceful merchandising factor. To keep the swift package pace set by bustling business, manufacturers the world-round are "putting up a new front" around old products and thus successfully meeting "the challenge of change."

It is therefore interesting and appropriate to note two recent changes in the packaging of old-line, firmly-established, world-renowned products—changes designed to bring the package up to the present pace.

The Hecker-H-O Company, Inc., makers of flours and cereals, decided to modernize their Presto self-rising cake flour package. The forceful merchandising maneuver embodied in this package change can be described in no better way than by typing "before - and - after" portraits of both of the Presto packages.

For years the brilliant yellow and blue Presto package was a familiar sight in groceries, food shops, and delicatessens the nation wide. It was a striking, colorful carton, 6½ in. high by 4 in. across by 2¼ in. deep, and weighed 20 ounces net when filled—a good package for that period.

An eye-compelling yellow band girdled the top of the package. Against this sunny background apt copy

appeared in blues and whites. The lower portion of the package had a blue background against which the copy was emblazoned in white. The ensemble presented a dignified yet color-alluring carton. But—Hecker-H-O decided the package needed pepping up, modernizing, stepping up to package pace. Hecker-H-O also thought that their Presto package—since it encased a product for the housewife—ought to possess more IT, more charm and feminine appeal.

THE desired package appeal and pace was very effectively and efficiently attained by one masterful package-merchandising stroke—the addition of pictorial matter to the package.

The present Presto package portrays a hoop-skirted, powder-wigged Colonial lady expressing ecstatic, enthusiastic approval at a huge cake held before her on a vast server by two liveried flunkies. Thus symbolically and subtly the idea is put across that of course the cake was made with Presto flour.

The position of the lady's hands is worth close study. They seem to shoot upward. They are the very essence of action. And—not least by any means—they cause the eyes of the beholder to follow them upward to the trade name, Presto. That's advertising art! That's package pull, power, and utter allure!

The gravest danger attendant upon the launching of an old product in a new package is a sharp sales slump. Oddly enough, this is also due to the potency of

the package as a selling force. People become accustomed to a package and are reluctant to accept a product in any other carton even though they are assured



Cutout and poster used to introduce the new Presto package

the product is the same. In coming out in new dress great care must be exercised that the old product does not suffer. A package tie-in, tying up the old container with the new, must be utilized. Hecker-H-O's solution of this problem merits detailed mention.

The color scheme of the new Presto package harks back sufficiently to the old to start the tie-in. The new Presto carton is blue, cream, orange, and yellow. The old color scheme was yellow and blue. Wisely, however, Hecker-H-O did not rely solely upon similar carton color and the same trade name to tie in the new container with the old.

EVERY new Presto package carried in it a cookbook insert one side of which pictured in natural color the new carton and the other side of which bore the following tie-in:

"PRESTO CAKE FLOUR is such an excellent product that it merited a daintier and more modern dress than the old yellow and blue carton with which you are familiar (pictured on the back cover of 'Some Good Things to Bake'). So we changed to the new package reproduced here (over).

"Only the carton has been changed—the flour is the same excellent soft winter wheat product you have known so long and should be used just as before.

"WATCH FOR THIS NEW PACKAGE AT YOUR GROCER."

Every shipping case of Presto contained a cutout to



Car card and display racks used to introduce the new Ammo package

fit over the top of the new package. This cutout pictured the old Presto package in natural color under this caption, "An Old Friend in a New Dress." This cutout was used to tie in the new carton with the old container in displays.

Lastly, one colorful poster, showing the old and the new Presto packages in natural colors, was sent in each shipping case. To make absolutely certain that each and every one of their nationwide jobbers and retailers knew all about the new Presto package, the reverse side of this poster read:

IMPORTANT—READ CAREFULLY

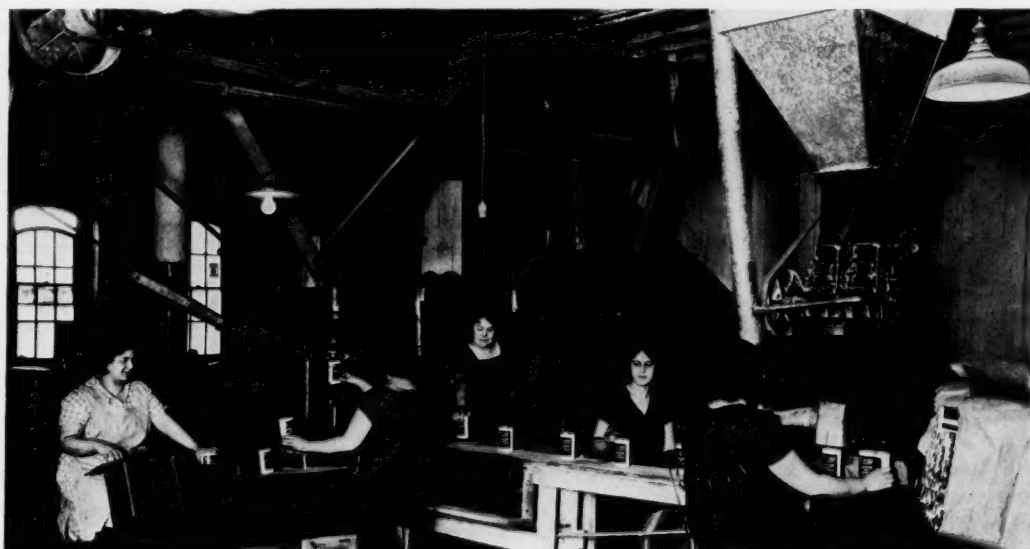
This case contains Presto Cake Flour Self-Rising packed in a new beautiful wrapper.

This wrapper is made to catch the eye—particularly women's eyes. It is very effective. Show it to your next woman customer and see her interest awaken.

It is designed to increase your (and our) Presto business—It will do it and by following these simple suggestions you can make sure of your share of this increase.

FIRST: *See that you and your clerks assure all your old Presto customers that this new package contains their old baking friend, Presto Cake Flour, made by the same company, The Hecker-H-O Co., Inc., but packed in a new wrapper.*

SECOND: *Pile up a half dozen new cartons on your counter, fitting the cardboard cutout, packed in this case, over the top package of the pyramid.*



New packaging machinery used to fill the new Ammo fibre cans

THIRD: Display this poster in your window or near the Presto on your shelves or counter.

Of course a similar package tie-in appeared in all of the company's national advertising.

SINCE the new Presto package is the same size and shape as the old, new packaging machinery was not needed. Not so, however, with the new Ammo fibre can in which the powdered "Ammonia Purifier" is now packed by the American Ammonia Company. A much more radical change, necessitating a new type of packaging machinery, has transformed the old, round fibre can into the new, oval fibre can.

The packaging methods of Ammo were described in detail in the July, 1929, issue of MODERN PACKAGING. Since then a great change has come about—a change that is worthy of mention.

Formerly, the powdered ammonia products that comprise Ammo were piped directly from their seasoning and aging tanks on the second floor of the plant to a specially-constructed, semi-automatic volumetric filling machine that packed the Ammo in the old, round fiber can by volume, not by weight.

Today the same pipes convey the product from the same seasoning and aging tanks to a Hoepner semi-automatic weighing and filling unit, said to be one of the first, if not the first, machine used to fill oval fibre cans. The operator hand-feeds this new unit at a rate of forty cans a minute.

From this unit a conveyor belt (American Can Company belt) carries the filled cans to a new semi-automatic capping unit (Adriance Double Seamer Semi-Automatic Capper, another American Can Company product) where another operator hand-feeds the machine at the same rate of forty cans a minute.

IT is pertinent to ask why the American Ammonia Company spent thousands of dollars changing the shape of their package.

Again the answer is *the power of the package!* The change in package shape came to pass as the result of the desire to pack Ammo in a fibre can that would take up less display space and that would be much easier for the user to handle. The new oval fibre can covers less display area and fits the hand much better. But—it has the same net contents, 12 ounces. It is package folly to bring out an old product in a new package that holds less than the old container! The wary public scents that it is not getting its money's worth.

The New Ammo—with its slogan changed from The Ammonia Cleanser to The Ammonia Purifier—is a slightly different product although its uses are the same. Complaints that the old Ammo became chunky and sometimes irritated the hands caused the American Ammonia Company to seek and find the remedies for these shortcomings.

The gap between the new and old Ammo cans has been bridged more or less in the same way that Hecker-H-O tied in the new and old Presto packages.

The identical red, white, and blue color layout of old package has been followed in the new Ammo container. The copy has been happily shortened and arranged in contemporary copy scheme—a series of short, punchy, sentence-paragraphs instead of one long, chunky, sermonizing discourse.

Every shipping case of new Ammo has in it one of the red, white, and blue street-car cards that are riding the streets daily all over the world. In this way the Ammo retailer has a direct tie-up, not only with the old can, but also with the street-car advertising.

Also, like Hecker-H-O, a cutout display rack is sent out in each shipping case of Ammo. And of course there are the inevitable package inserts, in this case wrapped around the cans.

A unique feature of Ammo's tie-in between old and new is the fact that in none of their ads does the old Ammo round can appear. Ammo's tie-in goes way back behind that! They picture a bottle of liquid ammonia and label it "The Old Way." Next to this they portray the New Ammo can and caption it "The New Way."

Report of a Survey on Glass Containers

THE Simplified Practice Division of the Department of Commerce has recently submitted a report on glass containers for preserves, jellies and apple butter. As to results achieved and the time for various recommendations to go into effect the report said:

The action of this conference resulted in a reduction from 40 sizes of preserve jars to 8; from at least 25 sizes of jelly glasses to 7; and from 6 sizes of apple butter jars to 4, all based on the avoirdupois weight of the food content. It is confidently expected that this simplified list of sizes will afford a greater convenience and saving to all concerned than was possible with the former diversity.

To the packers of preserves and jellies it is expected that this simplification program will mean prompt deliveries, quicker replacement service, lower maintenance costs, simplified packing, less capital tied up in stock, and economy of storage space, etc.

To the glass manufacturers the adoption of this recommendation will undoubtedly result in more economical manufacture through longer runs on certain units, reduce the cost for new molds, make it possible to secure more efficient service out of molds in use, reduce stocks, and in every way enable the manufacturer to give much better service.

In adopting this simplified list of sizes the grocers may expect increased turnover due to concentration of stock, elimination of slow-moving numbers, a more efficient and effective sales force through a more concentrated sales effort, less overhead requirements resulting in better service through lower handling charges, less stock depreciation, less obsolescence, better utilization of shelf space, quick and reliable delivery, fewer misunderstandings and errors.

To the consumer the adoption of standard sizes will eliminate considerable confusion in buying.

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The realization of the economies inherent in this program is definitely dependent upon the whole-hearted voluntary cooperation of all elements in the matter of adherence to the proposed schedules.

The Package Solves a Bridge Problem

Not According to the Rules of Mr. Work or Mr. Whitehead but in Complete Accord with the Best Standards of Package Design

ONLY the bridge hostess fully realizes that the selection of new and different bridge prizes is most frequently the most perplexing part of this form of entertainment and it is important that gift prizes be different and unusual.

Among some of the most interesting and unusual gift packages suitable for bridge prizes which have recently been offered are a series of boxes containing paper matchpacks which are being made by the Colgate Studios, Larchmont, New York.

The box on the left in the accompanying illustration is called the Rainbow gift box. It contains sixty decorative matchpacks of Diamond quality in twenty designs and ten assorted colors. The matches in the rainbow are in rainbow colors and are wrapped in transparent cellulose. The box is covered with a decorative paper in silver and black and its unique construction permits the attractive display of the match packs.

The Bridge gift box shown in the lower part of the photograph contains forty-eight decorative match packs of twenty designs and ten assorted colors. The package is wrapped in transparent cellulose and tied with ribbon. The top of the package is given a gift-like appearance by an arrangement of eight match packs with their attractive designs resembling a fancy box top.

The package illustrated in the upper portion of the

picture is the Stocking Box match ensemble which is of modernistic design and contains ninety decorative match packs in harmonizing colors and assorted designs. The matches are wrapped in transparent cellulose and packed fifteen to each of the six sections of the box. The box is made in three color combinations—black and silver, green and silver, and red and gold. The black and silver box contains matches in six colors and six decorative designs, the green and silver package

contains green and silver matches in packages of assorted designs and the red and gold box contains red and gold matches in assorted designs, all tied with ribbon in harmonizing colors.

An especially attractive feature of the box is the element of usefulness after the matches have been used. It then becomes a handy stocking box with six separate compartments, giving space for caring for six pairs of stockings, and constantly reminds the fortunate winner that here is a prize which perhaps some one of her own guests would welcome.

In designing and merchandising these unusual gift boxes the Colgate Studios have aided the

bridge hostess by giving her three novel and useful prizes which any guest would be proud to receive. Then, too, there is the element of high merchandising value for the retailer. Each of these packages lends itself admirably to display purposes.



Photograph by E. H. Rehnquist

After the bridge game—the bridge prizes

Packages of the Month

(Continued from page 39) the symbol of the principal ingredient, known as PMG is used as the central motif. The oral antiseptic is a brilliant red in color, so a frosted glass bottle, labeled in blue, is being used. The color effect obtained by the combination of red, brilliant blue, black and white is most pleasing.

These packages are practical as well as beautiful. Both the tube and the bottle are closed with composition screw caps decorated with the symbol PMG. This feature provides ease in use in the hands of the purchaser. The cartons are heavy enough to afford ample protection for the bottle and tube. As an added protection a sheet of corrugated paper is wrapped around the bottle.

Both packages present a strong advertising appeal. The color effects, though restrained and simple, possess great memory value. There is ample room on the sides of the carton used for the oral antiseptic for full directions for use as well as other advertising data. The tube is provided with an insert so shaped that one end of it fits securely around the neck so that there is little danger of the instructions not being removed from the carton when the tube is pulled out.

What the future of these packages will be it is impossible to predict but it would seem that any package that possesses attractiveness both in color and line, suitability, practicality and a high degree of advertising value should be an effective promotional factor in launching a product in a new market. If this theory is correct, then these two products should achieve a substantial volume of sales.

Styling Modern Merchandise

(Continued from page 32) to ignore the actual problem, and the design that results; more times than it should; in the expression of a subconscious wish regarding American taste. They bring such a design in as their solution rather than as a solution of the design problem as it really exists. This is natural enough, but a weakness so far as the American manufacturer is concerned.

The industrial designer, if he is concerned with America *en masse*, will have to accept the credo of mass production. It is true that we have a lot of very fine designers who make a few very precious things. They are sold to a few people who like these very precious things. There is nothing wrong with this, but it doesn't represent one-tenth of one per cent of the market.

The credo of mass selling and mass production has to be met by the industrial designer. Where he heretofore has designed one thing, sold it for a tremendous price as a very precious item, he will now design one thing, millions of them will be sold, and his income will be derived from the fact that so many have been sold.

If that is to be done, it seems to me that he must also forget his great uplift crusade for the modern period. I have nothing but the heartiest respect for the so-called

modern manner, but I do not see why a manner should be promoted at the expense of good design. The designer's problem is to make a very excellent design and let the period take care of itself. Our historians can collect those items that they think are particularly fine and two hundred years from now they can put them in the American wing, catalog them carefully, and say, "This was the Herbert Hoover period."

Good engineering plays a very important part in industrial design. Every industrial designer who is going to put himself in the position to tackle all problems of industrial design should have some background as an engineer. It is a curious thing that modern design is getting its greatest sympathy from the American engineer. He realizes, whether or not it may be the last word in design, that at least it is sound. In modern design we are really returning to function and utility as the basis of design.

This modern trend, the start of which we have seen, has been a pretty terrible beginning because American manufacturers have been stampeded into pseudo-modern expressions, hoping to cash in on what they thought was the fad. We have seen the starting of this movement, and I don't believe there is anyone now living who will see the end of it. The certainty with which this movement is going to proceed will ride over any fumbling manufacturers, and on to success. The German architects come to this country and photograph our grain elevators, our bridges, and some of our modern apartment houses, a good many of our factories, and they go back with examples of modern architecture that the average American hasn't noticed as yet. Modern design is bound to come.

What of the Trade Mark?

AMONG the thousands of so-called business books published each year we occasionally find one that we feel should be read by every manufacturer. Such a book is "Trade-Marks," by Clowry Chapman (Harper and Brothers, Publishers. Price \$4.00).

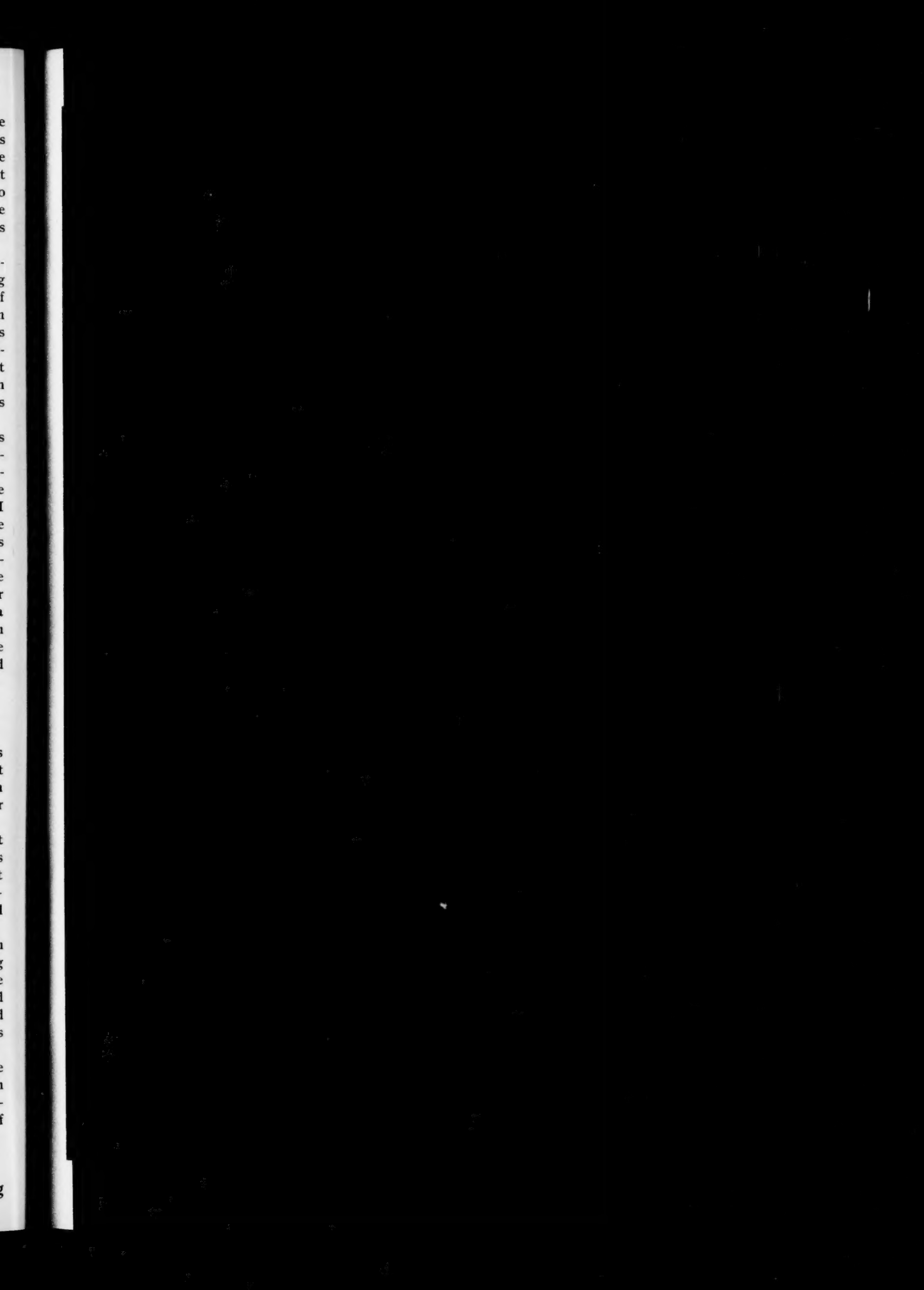
To say that Mr. Chapman has covered this important subject thoroughly is indeed but faint praise for he has done so much more than that. Not only is the subject completely covered but the book is written in an easy-to-read controversial style and each point is brightened with little sallies of wit and humor and with pictures.

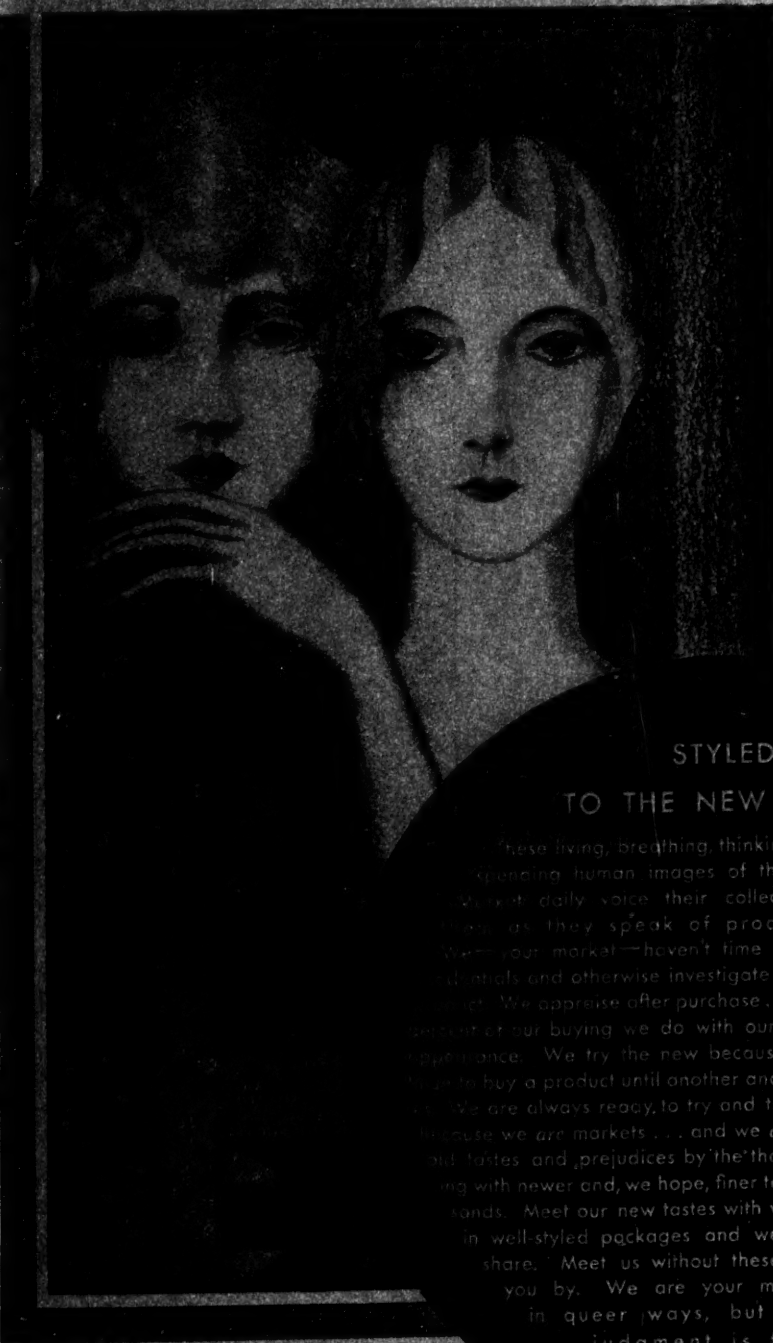
This book sums up the results of many years' research in all phases of trade mark use. It considers, among other subjects, the selection and meaning of trade marks, their use and application, cautions to be observed and registration. The laws governing registration and use are covered in detail and in such form that it is possible to immediately locate specific applications.

Here, then, is a book that should be in the reference library of any executive whose business organization employs a trade mark in any capacity or form. Application of the knowledge contained therein will be of constant benefit to the careful reader.

K. M. REED

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STYLED TO THE NEW TEMPO

These living, breathing, thinking, working, loving, spending human images of the Gods called Your Market daily voice their collective demand. Hear them as they speak of products and packages. We are your market—haven't time to study, inquire, ask for details and otherwise investigate the good qualities of your product. We appraise after purchase... never before. And ninety percent of our buying we do with our eyes. We judge value by appearance. We try the new because of appearance. We continue to buy a product until another and better appearance attracts us. We are always ready, to try and that is why markets change. Because we are markets... and we are humans, dying with our old tastes and prejudices by the thousands each year, maturing with newer and, we hope, finer tastes, by the tens of thousands. Meet our new tastes with well-styled merchandise in well-styled packages and we will give you your share. Meet us without these and we will pass you by. We are your market, we judge in queer ways, but always our judgment is final."

PACKAGE DESIGN CORPORATION EIGHT MURRAY ST., NEW YORK, N.Y.

PACKAGE DESIGN AS AN UNPREJUDICED IDEA SERVICE IS NOW YOURS TO CALL UPON

The need for well-conceived package design has long been recognized. The need for an unprejudiced package designing service with nothing to sell but its art, its brains and its fund of experience, long unfilled, has within these last years been met, and successfully so, for dozens of clients among the countries foremost firms, by the Package Design Corporation.

The Package Design Corporation is an organization of specialists functioning in a creative and advisory capacity in the design and styling of packages. It recognizes the fact that pretty pictures do not a package make, that package design has become a separate art in the field of merchandising demanding the service of experts . . . and it supplies this service, distinctly unique and distinctly unbiased. Not a department buried in a corner of a manufacturing plant or advertising agency, it has become recognized as the only organization devoting itself solely to the creation of new packages and the re-design of outmoded ones.

Many of our clients furnish us with a sample of their product and their story. With this information we determine the best method of packaging, develop the package and style its design as a complete unit; jar, tube or bottle, cap, label, carton, etc. When necessary, assistance in the choice of a name, in merchandising and advertising cooperation is given when related to our basic service. The complete package design service, or any part thereof, is available as you choose to use it. A letter, outlining your problems will receive our prompt consideration.

PACKAGE DESIGN CORPORATION, 8 MURRAY ST., NEW YORK

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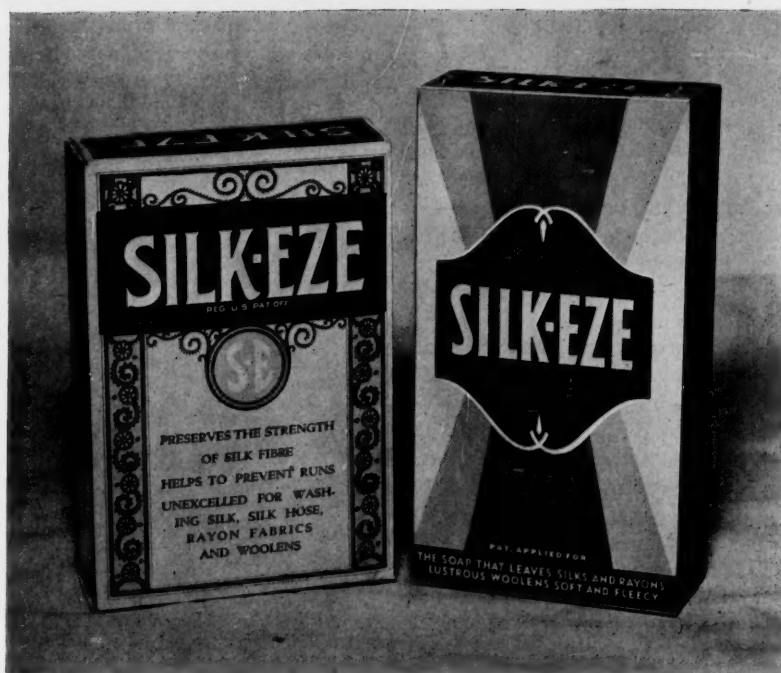
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Redesigning for Style

The Old Container Looked Like a Grocery Package—The New Is Suitable for Any Market

"SILK-EZE in its old container looked too much like a 'grocery' package," says J. D. Quinn, vice-president of the Silk-Eze Corporation of Boston, Mass. In this brief statement lies the reason for the change to the present package, although, as stated further by Mr. Quinn, he believes that "the style of the package half sells the goods."

Before continuing with a description of the new package, it might be well to consider the product within, for, as is customary with experienced designers, the package should reflect or indicate the nature of its contents as well as take account of the outlets through which the product is to be marketed. These two factors are paramount considerations in the better and more constructive types of packages which are being placed before the public today.

Silk-Eze is a granular soap powder consisting of an olive oil base combined with a special oil that possesses an affinity for silk. In action the olive oil removes dirt from the silk or other substance which is washed and the supplementary oil goes back into the fabric, increasing the life of the garment. Its primary use, as implied by its name, was for the washing of silk hose and lingerie, but subsequent experimentation and use proved it to be similarly successful in the washing of

satin-elastic girdles, suede gloves, sweaters and other knitted garments, woolens—in fact, any wearing apparel that pure water will not harm. It successfully removes spots, stains and grease spots and is also used as a shampoo, being free from any alkali. In hard, soft or salt water, hot or cold, it makes suds easily.

In introducing this product it was realized that the heaviest demand for Silk-Eze would at first come from women who naturally sought to obtain the greatest wear from their hosiery, and therefore the logical outlet for the product was through the stores specializing in such goods and from the better class of department stores. This program was followed and today Silk-Eze is on sale at practically all nationally known department stores and specialty shops. It has also been recognized and endorsed by most manufacturers of silk and woolen goods as an outstanding cleaning and preserving product.

THE old and the new cartons are shown in an accompanying illustration. As may be seen, the original container was nondescript, and little indicative of the nature of its contents or its uses. It was, as expressed by Mr. Quinn, not unlike a grocery package that one might see used for an ordinary soap powder or other product to be found on (Concluded on page 68)

Washington Correspondence

CANDY manufacturers spent about \$13,000,000—or 3 per cent of sales—for advertising last year, the National Confectioners' Association, Chicago estimates. Reports to the Bureau of Foreign and Domestic Commerce at Washington from 495 firms manufacturing 80 per cent of the candy sold in the United States are the basis for the estimates, which include about \$500,000 spent by the association itself in a cooperative campaign. Distributor and retailer advertising is not included.

VANILLA beans from French Oceania are packed in tin boxes made locally, according to *Commerce Reports*. These boxes are 13 in. square and 18 in. deep, the capacity being about 85 lb. to the box. The box is lined with paraffin paper. The packages of vanilla beans are carefully packed into it and pressed down tightly until the box is entirely full. The top is then covered with paraffin and the lid is soldered on to make the box airtight. Two boxes are placed in each crate and the vanilla is then ready for export.

PERIODIC surveys of production to determine the degree of adherence each of the existing simplified practice recommendations is receiving are conducted by the Division of Simplified Practice of the Bureau of Standards, Department of Commerce. By these surveys, current practice is also readily ascertained and these recommendations are kept serviceable. This division recently conducted a survey of production to determine the adherence to Simplified Practice Recommendation No. 70—Salt Packages, and found that, in 1928, 94 per cent of the salt packages conformed to the sizes listed in the recommendation.

The survey also prompted a number of constructive suggestions as to further eliminations or additions to the present schedule. This comment will be given full consideration by the members of the industry at the next meeting held to consider possible revision of the recommendation.

GEORGE K. BURGESS, director, Bureau of Standards of the Department of Commerce, has made the interesting announcement that quality labeling of commodities and the assistance which they render the individual consumer is receiving attention in the merchandising industry today. Quality labeling assists the manufacturers and dealers in obtaining the maximum benefit to be realized from the mass-production, mass-distribution and mass-consumption of such of their commodities as comply with the requirements of nationally recognized specifications and also encourages the small "over-the-counter" buyer to purchase staple goods that are guaranteed to comply with such specifications. Quality labels give to consumers and producers the benefit of tests and investigations, since the results of this research work is placed at the disposal of committees formulating nationally recognized specifications and encourages manufacturers to comply with the requirements of these specifications.

The significance and strength of the quality-guaranteeing label will be appreciated when consideration is given to the fact that the label is in reality an announcement to the public that the producer is staking his reputation on the compliance of the labeled commodity with the specification requirements.

THE reduction or complete elimination of the broken-package room offers large opportunities for saving, according to the study of warehouse and handling methods in various types of wholesale distribution of grocery products, recently completed by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. The broken-package room costs from 0.6 to 1.4 per cent of sales to operate, in addition to the losses arising from deterioration and damage to goods in open stock, and from theft.

Two wholesale grocers, which number voluntary chain among their customers, have reduced their broken-package rooms, which, less than two years ago, extended the length of their entire buildings and from $\frac{1}{3}$ to $\frac{1}{2}$ of the width, and employed many persons, to a space not over 10 x 15 feet and requiring less than half the time of one individual. It is claimed that increased volume has resulted, and that their customers are better pleased by receiving at all times clean and satisfactorily packed merchandise.

RECOMMENDING that 27 sizes of cans be substituted for 64 that have been used for the packing of fruits and vegetables, the Division of Simplified Practice of the Department of Commerce announces the results of a survey it undertook at the request of the National Cannery Association. The smaller number recommended should answer all normal requirements.

In April, 1928, the National Cannery Association requested the division of simplified practice to make a survey of the canning industry with a view to ascertaining the diversity existing in sizes of packers' cans. It was felt by that organization that there was a needless waste being created by the use of too wide a range of sizes and that a study of actual operating conditions might bring to light data which would be helpful in deciding which cans should be used.

Accordingly, the Department of Commerce circularized some 2800 canners throughout the country, requesting information on the various sizes of cans which they used in packing their products. About 500 replies were received containing sufficient information to indicate that there were being used an enormous number of sizes, some differing only thirty-seconds of an inch. While this information indicated a wasteful condition, it was not sufficient upon which to base any definite recommendation. It was felt that further data should be obtained from the large can companies.

A representative of the Department of Commerce conferred in Chicago with officials of the American Can Co. and Continental Can Company and submitted a report of the survey which had been completed. It was felt by these officials that many of the differences

CONSOLIDATED PAPER CO.'S PACKAGES

Your MERCHANDISE

Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

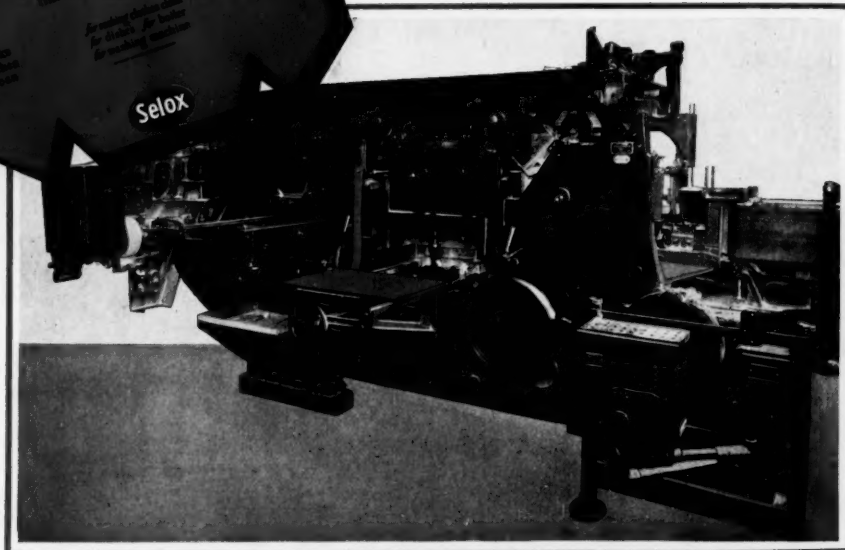
Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

CONSOLIDATED PAPER CO.,
MONROE / MICHIGAN



A Stokes & Smith Installation—Tight Wrapping "Selox" Another Repeat Order (There Must Be a Reason) Showing Confidence in Stokes & Smith Machines.



A Research Laboratory, working in the interests of one of the larger food manufacturing combinations and in search of a package of maximum tightness, thoroughly investigated the various forms of paper packages and finally decided that the Stokes & Smith tight-wrapped package was the only one which would completely meet their need.

THIS Procter and Gamble "Selox" package is as fine a package as could be desired. Clear, attractive, distinctive, and sift-tight.

The Stokes & Smith tight-wrapper turns out the packages at the rate of 60 per minute.

The trim, clean appearance; the perfection of protection, both can be traced directly to this machine. For, as dozens of firms have discovered, tight wrapper performance within limits as tight as the wrap it makes, is the goal set for every Stokes & Smith machine. A goal set and attained in every case.

Investigate today what Stokes & Smith tight wrapper can do for your product.

**FILLING MACHINES—
CARTON SEALING MACHINES—WRAPPING MACHINES**

STOKES & SMITH COMPANY PACKAGING MACHINERY

**FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.**

shown in the canners' replies were due to inadequate facilities for accurately measuring the cans, and that, while a diversification certainly existed, it was not quite as bad as the figures which had been collected would indicate.

The report was then redrafted, and many of the cans which varied by small fractions of an inch were grouped together under classifications which seemed logical. When this work had been completed it was found that there were 64 different sizes of cans being used for the packing of fruits and vegetables.

The can companies were then requested to supply figures on the production of these sizes of the cans for the years 1927 and 1928, in order that a fairly accurate idea might be obtained as to the volume of business enjoyed by each individual size. This data when compiled indicated clearly that certain sizes which enjoyed a small percentage of the total might easily be eliminated without working hardship on anyone and with considerable benefit to the great majority of concerns in the food industry, for wholesalers, retailers and chain stores, as well as for canners and manufacturers of cans.

Out of the 64 sizes it would seem that 27 would readily supply the requirements of the large bulk of the demand. In reaching this conclusion due consideration was given to the particular use for which each can was intended. In practically every case the cans eliminated enjoyed less than one-tenth of 1 per cent of the total annual business represented in the canning of fruits and vegetables.

The result of the use of this standard list of sizes by wholesalers, retailers and chain stores will materially reduce their inventory and release capital tied up in slow-moving stock. It should make for more economical packing due to longer runs, with fewer changes of machinery, less idle equipment and reduced clerical overhead.

THE Boston University Bureau of Business Research has made a survey of consumer preference in connection with its study of dealer profits on ice cream. The Bureau predicts, on the basis of this survey, that the next important advance in the ice cream trade will be the introduction by progressive manufacturers of the factory-filled package. The bureau recommends the use of factory-filled packages, stating that: (1) they will solve the shrinkage problem and yield a more certain profit; (2) they conform to the trend of modern merchandising methods, public opinion, and the preference of the buying public in other lines; (3) they are more convenient and economical to handle; (4) they are more sanitary; (5) a properly made package provides a uniform quantity in a convenient form for service at home.

ACCORDING to the Food, Drug and Insecticide Administration of the United States Department of Agriculture there is great need for standardization in the manufacturing and labeling of beverages and beverage flavors. Many new beverages without proper labels, it is stated, are constantly being offered the public. Just

what the Department thinks of the situation and what might be accomplished by proper labels is shown by the following statement:

Beverage sirups and concentrates, which form the bases of bottled beverages, constitute the bulk of interstate traffic in these products. Except for ginger ale, near-beer, and certain fruit juices, most of the bottled drinks are prepared for distribution locally and their control belongs to State and local food officials.

In a year's survey recently closed of the beverage industry and products, continued improvement was found in the labeling of the products. Manufacturers, when advised of any improper labeling of their products, promptly took corrective steps in order not to misbrand their products.

As evidence that the industry is far from standardized, many so-called fruit beverages were found to contain very little fruit juice and were frequently fortified with synthetic flavors. They also contained added acid and artificial color without proper label declaration and were misbranded as to the degree of concentration.

Most of the imported fruit juices and beverages are entered at Eastern District ports, the administration's survey shows. Detentions of these imported beverages were made largely because of false or misleading statements and failure to declare the quantity of the contents. Most of these were released under corrected labels.

Non-alcoholic fruit concentrates, sirups, crème de menthe, vermouth, kuemmel and other non-alcoholic cordials, as well as synthetic fruit flavors, constitute the bulk of imported beverage products. They are also received at Central District and Pacific Coast points. In the majority of cases, release follows detention when the products have been correctly labeled.

"In enforcing the Federal food and drugs act as related to beverage products, the Food, Drug, and Insecticide Administration aims to protect the consumer by having correctly labeled products offered for sale in interstate commerce," the food and drug officials explain. "Pure fruit juices are more expensive than those comprised wholly or in part of synthetic substances. As such they cannot compete on an equal basis with synthetic products when they are incorrectly labeled. Enforcement of the food and drugs act means fair competition in the beverage industry as well as protection to the consumer."

Furthermore, the court held that the following principle of construction set forth in an opinion of the Supreme Court rendered in a case against vinegar brought under the food and drugs act is conclusive in this case also:

"The statute is plain and direct. Its comprehensive terms condemn every statement, design and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity, as well as from statements which are false. It is not difficult to choose statements, designs and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act."

Packaging Stained Shingles

A new ventilated package for shingles, "Endurapt," recently adopted by Pacific Stained Shingles, Inc., Seattle, Wash., is just another step in the forward movement of merchandising through the package. Here the package presents advantages of vital interest to both manufacturer and retailer.

In the experiments to find a workable package it was found that newly stained shingles, if enclosed in a completely sealed carton, suffer chemical deterioration and the fading of the colors due to the gases which are generated inside the package from the staining materials. From this discovery evolved the "Endurapt" package. It is made of heavy fibre board cut and grooved so that it can be folded around the ends of the package and then wrapped with steel straps or wire. The inner surface



Ventilation of the shingles is assured by this package

of the fibre board container is treated with a solution that prevents the oils used in staining from soaking through the cardboard.

The package completely covers both ends of the shingle bundle and reaches to within a few inches of the band-stick at the center of the bundle, leaving only a small open strip at the center to show the color of the shingles. Thus "Endurapt" provides protection, preventing the abrasion of one package against another while in transit. Then, too, after the shingles are delivered to the retail lumber dealer, they are given better care than the ordinary unwrapped shingles which are usually piled up in the lumber yard without any protection and exposed to the elements. The package induces the dealer to place the shingle bundles in covered storage and thus the shingles will be retained in a marketable condition.

The primary reason for the "Endurapt" package was the protection of the shingles, but growing out of this is a valuable advertising medium. The sides of the

package are utilized to advertise the various brands of shingles and the ends carry a statement of their grade name and color. This description of the merchandise is a decided advantage to the lumber dealer when the shingles are piled in storage.

This up-to-date package for stained shingles is being accepted enthusiastically by progressive dealers because it fills a real need—that of protecting the merchandise while in transit which makes for economy to both manufacturer and lumber dealer. Added to this is the valuable advertising secured as these packages travel by rail and water all over the country. They create in the public mind the assurance of a high quality, carefully prepared product which when delivered will be in as perfect condition as when it left the manufacturer.

The Feminine Consumer Market

"SELLING MRS. CONSUMER" by Mrs. Christine Frederick (The Business Bourse; price, \$5.00) is a book of vital facts and statistics about the feminine consumer and gives in the utmost detail and frankness information which manufacturers, retailers, chain stores, bankers, advertising agents, copy writers, sales managers and salesmen can profit from every day. Mrs. Frederick knows the American housewife as few people know her. For eighteen years she has advised women and at times her mail from housewives has reached 500 to 1000 letters a week. She has also advised many manufacturers and talked before their sales conventions. Consumer knowledge has been her specialty.

"Selling Mrs. Consumer" is recommended for careful reading to all manufacturers and retailers and, in fact, to everyone who is selling anything to women, or anything which women help purchase, on account of its comprehensive grasp and exposition of the feminine consumer market.

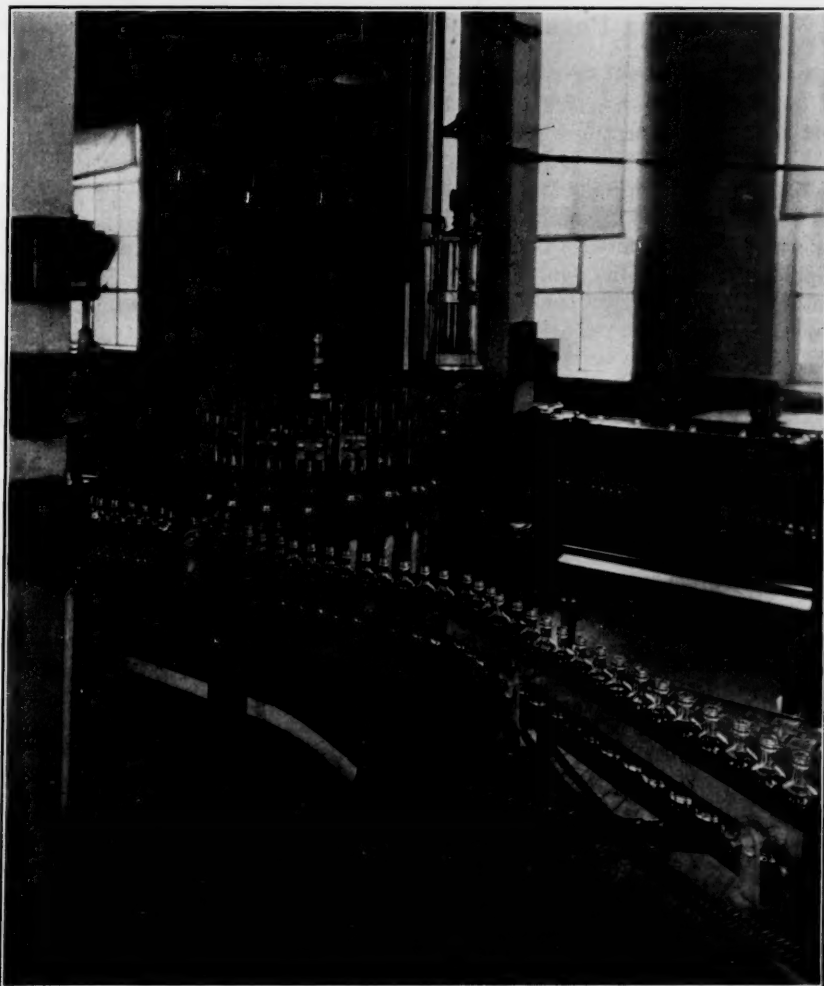
L. C. N.

Aids to More Productive Selling

"THE Way to More Productive Selling" by Charles C. Casey (McGraw-Hill Book Co., Inc.) is a book intended for the experienced salesman who has had several years of active sales work. It is devoted to one angle only of the field of selling—that of helping salesmen who are now producing to become master salesmen. Mr. Casey defines master salesmanship as simple, common, every-day preparation, unselfishness, and expectation, and presents graphically in an interesting style, well illustrated with pen and ink sketches, significant selling situations. He points out the means of securing the maximum of profitable sales from a territory, indicating that through a proper arrangement of his work the salesman may spend more time in selling and less in traveling and prospecting. The building of a sales campaign and efficient methods of interviewing prospects are clearly explained and illustrated. While the book is written primarily for sales executives it is commended to every salesman who would be a master in the art of salesmanship.

L. C. N.

***Sprinkler Top
Bottles No
Hindrane to
Production in
Bottling
Absorbine Jr.***



When W. F. Young, Inc., adopted the all-glass sprinkler top bottles, high speed filling and economical production seemed to be "bottled up" in the small bottle neck.

But a Kiefer 18-stem Automatic Rotary Vacuum Filling Machine proved a complete solution to the problem.

Rapidly, accurately—without any trace of waste or mess of material—this machine fills the millions of bottles of Absorbine, Jr., and requires only one person to place the bottles on the feed conveyor.

Accurate handling of the bottles mechanically through the machine, permits of rapid operation without danger of breakage despite the small openings in the bottles.

In hundreds of other plants Kiefer machine installations planned and supervised by Kiefer engineers are giving the utmost in service. Call in a Kiefer production engineer and find out how you can save money in your finishing department.

The new catalog shows the complete line of Kiefer automatic, semi-automatic and hand-operated vacuum filling machines.

**The Karl Kiefer Machine Co.
Cincinnati, Ohio**

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England.

Among Package Users

THE Chain Drug Store Fund, Inc., has acquired a substantial interest in G. Tamblin, Ltd., of Toronto, Ont., a chain of 45 drug stores in Canada.

THE National Syrup and Molasses Association, which has adopted as its slogan, "The World's Basic Sweets Industry," held its fourteenth annual convention at the Congress Hotel, Chicago, Jan. 21-22-23, 1930. Representatives were present from Halifax, Nova Scotia, to New Orleans and from the Atlantic to the Pacific coasts. The following officers were elected: Edwin L. Powell, president; Wm. H. Burns, vice-president; George P. Williams, secretary-treasurer; directors, L. B. Whitfield, Charles A. Harmeier, Oscar A. Saar and E. L. Cain. The launching of National Syrup Week by the association promises to be a project of great activity not only in its celebration but in its preparation. Other subjects discussed included state and Federal legislation affecting the industry equipment and raw material exchange, clearing house of labels, forestalling of unwholesome propaganda against sweets which, like other wholesome foods, are only harmful when their use is abused.

THE National Canners Association instituted a radio publicity campaign over 49 stations commencing March 15 for the purpose of enlightening the housewife on the quality and healthfulness of canned foods and to provide her with special and practical suggestions on their preparation and service, as well as to offer sales cooperation to the retailer.

NATIONAL BRANDS, INC., has been incorporated in Delaware with \$5,000,000 of six per cent convertible debentures, 250,000 shares of Class A, and 200,000 shares of common stock to acquire ownership, in whole or in part, of companies manufacturing articles for distribution through retail grocery stores. The organization has acquired the Quaker Products Co. of Philadelphia and is negotiating for the American Dairies Company of Detroit.

THE National Chain Store Association will meet in annual convention at the Palmer House, Chicago, September 29-October 1. Although less than two years old, the association comprises virtually every chain store system of any size in the country. W. H. Albers, chairman of the board of the Kroger Grocer & Baking Company, is president.

At its last convention the association authorized an appropriation of \$250,000 for an advertising program.

IT has been announced by E. V. Hickey, recently appointed manager of the food products division of the Frank G. Shattuck Co., owners of the chain of thirty-six Schrafft candy stores and restaurants in the East, that this company will package and distribute food specialties. The Schrafft factory in Boston will be devoted to the making, packaging and distributing of

Shattuck food specialties, among which will be jams, coffee, cocoa and mayonnaise. Some of the candies will also be manufactured at the Boston factory, and the New York factory will be given over to the preparation of candies and other foodstuffs for the restaurants.

THE Crown Drug Company, Kansas City, Mo., has acquired the Steinberg Drug Co., Tulsa, Okla., which operates thirty units in Oklahoma. The acquisition of the Steinberg organization gives the Crown Drug Company eighty-six drug stores in Missouri, Kansas and Oklahoma with an estimated annual business of between \$8,500,000 and \$10,000,000, making it the fifth largest drug chain in the United States. The four larger drug chains are, in order, Liggett, Walgreen, Whelan-Neve and Peoples.

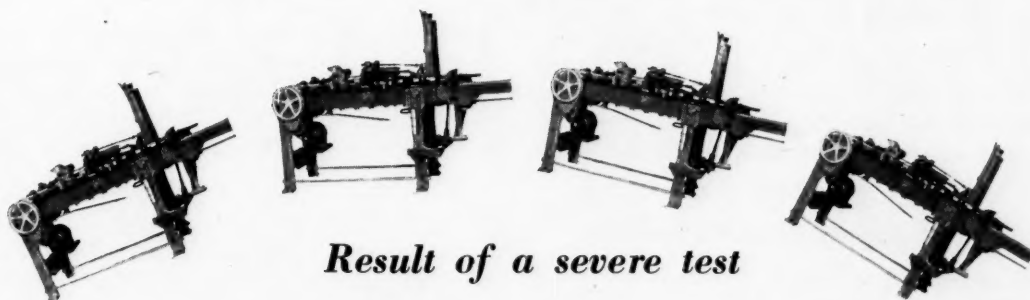
THE National Wholesale Grocers' Assn. announces the appointment of chairmen of the following committees to serve for the year 1930-31: pure food and legislative, F. L. Whitmarsh, New York; Federal Trade Commission, H. B. Finch, Minnesota; canners, Arthur P. Williams, New York; economy conference, Arjay Davies, Pennsylvania; metric system, Campbell Holton, Illinois; U. S. Chamber of Commerce, T. F. Whitmarsh, New York; contracts, R. J. Roulston, Illinois; discount for cash, Bennett Bindley, Ohio; general education, B. G. Lichty, Iowa; sales promotion, C. H. Schlapp, Missouri; publicity, Walton Cunningham, Tennessee; jobbers' efficiency, Henry King, Tennessee; fire prevention, H. C. Jewett, Jr., South Dakota; railroad service, J. W. Symons, Jr., Michigan; containers, Alex Furst, Illinois; resolutions, W. C. McConaughy, West Virginia; membership, C. P. Meredith, Ohio; arbitration, A. L. Baker, Massachusetts; advisory, R. L. Davidson, Indiana.

THE Interstate Bakeries Corporation—a holding company with combined assets of \$50,000,000—was established at Kansas City this week through a merger of bakery organizations extending from Ohio to California. R. L. Nafziger, president of the Schulze Baking Company, Kansas City, is president.

The Schulze group includes plants in Chicago, Peoria, Springfield, Illinois, Kansas City, Omaha, Des Moines, Detroit, Grand Rapids and Cincinnati. The West Coast group includes Kilpatrick's Bakeries of Santa Ana and Long Beach; Suydam Baking Company, Long Beach; Four-S Baking Company, Los Angeles; Log Cabin Bread Company, Los Angeles; Cramer Baking Company, San Diego and El Centro; Weber Baking Company, Los Angeles, Glendale, Santa Ana and Santa Barbara, and the Weber Cake Company, Hollywood, all of California.

THE National Association of Paint Distributors held its sixteenth annual convention at the Hotel Commodore, New York, Feb. 24, 25 and 26. One of the resolutions adopted at the convention contained the following suggestions regarding maximum packages: In packages

THE CONSTANT MOTION CARTONER



Result of a severe test

LAST July, in this magazine, we announced that we were furnishing a Constant Motion Cartonner to Messrs. Lever Brothers Company, Cambridge, Mass., to carton Lifebuoy Soap, at a speed of 150 cartons per minute. This machine has been running at that speed 24 hours per day (three 8-hour shifts) for nine months, which is equivalent to two and a quarter years of service figuring the usual eight-hour day. It has given entire satisfaction in this gruelling test. We are this week shipping three additional Lifebuoy Cartonners. This installation will complete a scheme for supplanting a battery of old cam operated cartonners. The Constant Motion Cartonners will do twice the work of the others and incidentally cut the cost of the work in *half*.

Would it not pay you to supplant your old cam operated machines with Constant Motion Cartonners?

Other articles packaged by Jones Cartonners:

Collapsible tubes
Sealing wax
Jars
Bottles
Sliced bacon
Kodak films
Fireworks
Caps for cap pistols
Sparklers
Crayons
Safety razor blades
Safety razors
Marbles, pills and tablets of medicine
Bunion pads
Cans (dyes, ether, tooth powder and malt extract)
Compressed frozen fish

Rubber nipples
Tooth brushes
Rubber heels
Dry cells
Soap bars
Cheese cartons in larger container
Mince meat
Plug tobacco
Licorice cigarettes
Wafers, cakes, biscuits and cookies
Chocolate cakes
Ampoules
Sanitaped Aspirin tablets
Ice cream cones
Hops
Radio tubes
Butter scotch tablets

*Never Before Has So Much Work Been Done, So Perfectly,
With So Little Mechanism*

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

of round cans there should be no more than four one-gallon cans of paint per carton, than six one-half-gallon cans, than twelve one-quarter gallon, than twenty-four one-eighth and one-sixteenth gallon cans. In packages of square cans there should be no more than six one-gallon cans per carton, than six one-half gallon, than twelve one-quarter gallon and twenty-four one-eighth and one-sixteenth gallon cans. This is in line with the conclusion arrived at during the convention that the standard package encourages full-unit purchases and lessens handling costs of distributors by eliminating case opening expenses.

Among Supply Manufacturers

THE Package Paper Company announces its removal to 56 Canal St., Holyoke, Mass.

THE National Art & Gift Shows will be held at the Pennsylvania Hotel, New York, August 18-22; Hotel Adelphi, Philadelphia, Pa., August 25-29; and the Copley Plaza, Boston, Mass., Sept. 8-12.

THE Sylvania Industrial Corporation has opened an office at 1014 Glenn Bldg., corner of Spring and Marietta Sts., Atlanta, Ga., for the handling of sales in the southern states. This office will be in charge of André Wallach as district sales manager.

AN initial quarterly dividend of one dollar (\$1) per share on the common stock of the Metal Package Corporation has been declared. This is payable April 1, 1930, placing the common stock on a dividend basis of four dollars per annum.

THE Union Bag and Paper Corp., Glens Falls, N. Y., reports marked improvement in its bag manufacturing business. On March 17 twelve additional machines were placed in operation and between fifty and sixty machines are now operating in the new bag factory. This increase in business in the bag department will result in increased business for the paper mills.

THE Tuttle Press, Appleton, Wis., recently held its annual sales conference. Representatives were present from all its American branches. Features of the conference were a visit to the Northern Paper Mills at Green Bay, Wis., of which the Tuttle Press is a subsidiary, and a luncheon and dinner attended by all the home executives of the company.

THE Whiting-Patterson Paper Co., 314 No. 13th St., Philadelphia, Pa., is now occupying its new metropolitan headquarters at 386 Fourth Ave., New York. From this address will be distributed its line of foreign and domestic papers used by the printing box manufacturing and allied industries. L. D. Deverich is the New York manager, with headquarters at the new address.

THE Continental Can Company, Inc., New York, has announced the election of Carle C. Conway,

formerly president of the organization, to the office of chairman of the board of directors succeeding Thomas G. Cranwell, resigned. O. C. Huffman, heretofore vice-president, has been elected president and a member of the executive committee.

THE Stokes & Smith Co., Philadelphia, will be represented on the Pacific Coast by Mailler-Searles, Inc. This company maintains offices at 135 Tremont St., San Francisco, Cal., and at 909 Western Ave., Seattle, Wash. W. H. Jaenicke is sales representative of the Mailler-Searles Company.

EDWIN B. KELLY, formerly manager of the Philadelphia office of the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich., is now connected with the factory at Kalamazoo. W. E. Swan is now manager of the Philadelphia office.

HARRY PRICE, secretary and treasurer of the Kimberly-Clark Corp., Neenah, Wis., died at Orlando, Fla., on March 26. Mr. Price joined the Kimberly-Clark organization 21 years ago as an accountant and auditor and in 1916 was elected secretary of the company. He was also secretary and treasurer of the International Cellucotton Products Corporation.

THE Milprint Products Corp., Milwaukee, Wis., has purchased the John M. Driver Company, 57th St. and Lancaster Ave., Philadelphia, Pa. The firm will use the plant of the newly acquired company to augment its already large capacity for the manufacture of packages for food products and other industries. William Gainsberg, who has been connected with the Milprint Products Corp. at Milwaukee for five years, has been made general manager of the Philadelphia branch.

THE Libby Glass Manufacturing Co., Toledo, Ohio, at its annual meeting held recently, elected the following officers: W. F. Donovan, chairman of the board; J. W. Robinson, president; H. A. Crow, vice-president in charge of sales; J. H. Wright, vice-president and general manager; S. O. Richardson III, vice-president; H. J. Hamlin, treasurer; and R. D. Logan, secretary. All members of the board were re-elected, including the above-mentioned officers and E. J. Marshall, H. E. Collin, J. D. Robinson, Jr., E. J. Barry, A. C. Parker and W. F. Donovan, Jr., all of Toledo.

THE A. S. Datz & Son Company, 16 South Marshall St., Philadelphia, Pa., a subsidiary of Louis Schulman Company, New York, has inaugurated a window trimming and decoration paper display department which will specialize in the sales of papers devoted to window display and similar advertising purposes. J. W. Regan, who has been connected with the box industry for eight years with Walther & Co., New York, is now representing the Datz Company in Eastern Pennsylvania, New York and the South, and George Rogers, formerly with Matthias & Freeman Paper Co., Philadelphia, is assigned to its printing trade.

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SPECIFY
ARTCOTE
U. S. PAT. 2,145,835
PAPERS
for

**Paper Box
Manufacture**

Coverings and Wraps
Edgings
Panelings
Cut-outs
Inlays
Lined Board

—

**Printing and
Lithography**

Tags
Covers
Box-Wraps
Greeting Cards
Labels
Booklets
Advertising Matter
Anniversaries
Displays
Laces
Calendars
Blotters

—

**Seal and Label
Manufacture**

Embossed and Plain Seals
Sticks
Tags
Cut-outs
Cards

Now ready for you—
Catalog A with 50 dif-
ferent samples of Art-
cote Gold and Silver
Paper—Write for it.

THIS IS
ARTCOTE
U. S. PAT. 2,145,835
No. 3360

THE
JOURNAL
OF
THE
ROYAL
ANTHROPOLOGICAL
INSTITUTE

Vol. 1

Part I

1891

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1891

Electrotyping



Electrotypes, nickeltypes and lead

moulds by Crescent are precision

rectified to less than 1/1000 inch

in thickness. Hairline register

plates - all sizes - curved for all

types of rotary presses. Crescent

"curves" assure perfect register.

**CRESCENT
ENGRAVING
COMPANY**

**DESIGNERS ENGRAVERS ELECTRO-
TYPERS TO THE PACKAGING INDUSTRY**

KALAMAZOO... MICHIGAN

MACHINERY AND EQUIPMENT

Results of an Experiment with Packaged Meats

THE H. C. Bohack Co., Inc., operates 514 stores in Brooklyn, N. Y., and elsewhere on Long Island.

While 235 of the stores have regular meat departments, the other 279 did not. However, meats are now being sold in an increasing number of Bohack stores which still have no meat departments. These have been referred to as "butcherless butcher shops," owing to the fact that regular store clerks sell "ready-cut" meats which are prepared at the headquarters plant of the Bohack Company, where the largest meat cooling room east of Chicago is operated. Anything from a tenderloin steak to a kidney can be purchased ready packaged to drop into the market basket.

The only store equipment required is a cooled showcase for exhibiting the day's stock of cuts of meats. Butcher blocks or other accessories of a meat department are unnecessary. Meats are delivered to the stores in boxes kept cool with dry ice. Like bread, the meats are left at the stores in the early morning, fre-

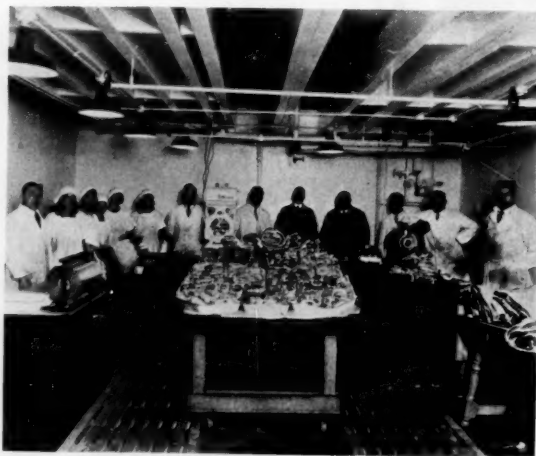
quently, many hours before the stores are opened.

Unlike the frozen or frosted meats sold in parts of the United States, those of the Bohack Company are fresh meats which are merely kept at the temperature required to preserve them in fresh condition. Ready-cut meats which are not sold within forty-eight hours must be returned to the central plant, though the conditions

under which the meats are kept would insure absolute freshness for seventy-two hours, at least.

The offering of fresh ready-cut meats was originated by Frank L. Parsloe, general manager of the Bohack Company. The plan in its every detail was worked out by Mr. Parsloe.

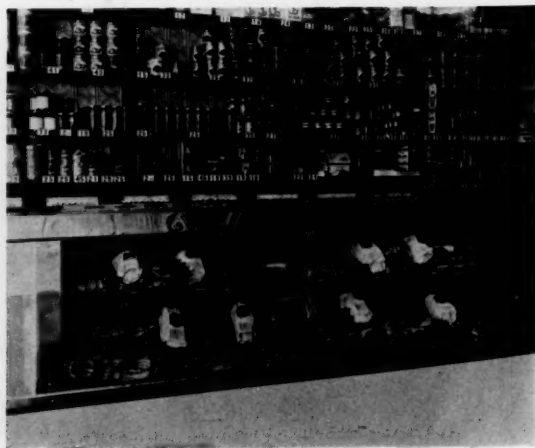
Cutting and packaging is done in a room which adjoins the big cooling room. The various cuts are prepared by butchers carefully chosen for skill in the work. Quarters of meat are passed from block to block as each butcher does his particular job of cutting. Each cut is weighed and a tag is written, giving the kind of cut, its weight and



A view of the cutting and packaging department



Wrapped meats are weighed and tagged



Display case for packaged meats in retail store

They only asked for lower costs ✕ ✕ ✕

but we gave them
something more



A MANUFACTURER who comes to us seeking only the lower costs which improved wrapping machinery can produce is sometimes agreeably surprised to find that we have also improved the *appearance* and sales-value of his package.

For example: Our high-speed toilet soap wrapping machine was designed to lower wrapping costs. It has twice the speed of any other machines—double the production with the same labor and floor space. But this machine also produces a definitely neater, smoother and more attractive package—a real sales aid in merchandising toilet soaps.

Up to a short time ago, irregular shaped candy bars had to be wrapped by hand. We invented a machine to do the work, not only making large savings over hand-wrapping, but also greatly improving the package. The machine seals the wrapper tight, whereas hand-wrapping leaves it unsealed and liable to work loose, presenting an untidy appearance.

Sometimes the greater efficiency of modern wrapping machinery will more than pay for the extra cost of using a more colorful wrapper—or for the addition of a transparent wrapper, which adds so much to the quality of a package.

Why not put our experience and ability to work for you to see what we can do to lower your costs or to improve your package? No matter what the character of your product may be, it will pay you to get in touch with our nearest office.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

New York

Los Angeles

Chicago

London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

price. Girls wrap the cuts in moisture-proof Cellophane.

Mr. Parsloe points out that the use of Cellophane is a real aid in merchandising the meats as this transparent wrapping material preserves the "bloom" of the meats and enables customers to see exactly what they are getting. Meats in Cellophane are more attractive to the eye, Mr. Parsloe claims. This is particularly the case under artificial light.

Other advantages of the "Parsloe system" include: Regulation of supply of particular cuts. If neighborhood demand is for sirloin steaks, as many as are desired may be stocked daily and the same is true where stewing meats or any other cuts are required. All cuts are true to type because of skill in cutting. Buyers enjoy the benefits of getting the finest possible cutting. A cut of the exact weight desired may be selected; no guessing on the part of the butcher which might result in too large or too small a cut. Customers' time is saved as the meats are ready to take without waiting for butchers to cut. Meats are protected by Cellophane wrappers from contamination by customers' handling, flies, dust, etc. Savings in overhead and other costs of operating separate meat departments and the prevention of losses due to inefficient cutting are passed on to customers, thereby reducing the prices of meats.

"Spot Wrapping" Goes Automatic

MACHINE wrapping of waxed paper bearing a printed panel design so that the panels register in the correct position, is now made possible, according to a recent announcement.

In packaging machinery circles it has been said that such exact spotting of designs by an automatic machine could not be done. The desirability of a package combining waxed paper protection with full visibility for the display printing on the carton, has been freely admitted. Carton stock suitable for color printing represents a definite cost. To spend money on the carton, then cloud its effectiveness with a wax wrapper was the practice dictated by existing equipment. None the less it was classed as a necessary evil. The only alternative was waxed wrappers with a monotonous all-over design.

The new machine represents the successful application of a controlling mechanism for the cutting and wrapping operations. Necessarily the functioning of the mechanism in exact relationship to the printed design determines the exact placement of the design on the completely wrapped package. This is so accurately handled that plain chip board cartons are turned out wax-wrapped with colorful panels on top, bottom, sides and ends, uniformly placed in relation to the edges of each surface.

This means a new package available for all products requiring air-tight containers. Colored wax paper printed with any design heretofore printed on cartons, in any desired number of colors, is used. The appearance of the completed package is brilliant. This is partly due to an additional lustre lent by the waxed

paper, and partly the effect of contrast with the familiar wax-wrapped package.

This machine is the achievement of the Johnson Automatic Sealer Co. (now a subsidiary of the Battle Creek Wrapping Machine Co., of Battle Creek, Michigan). It is well beyond the experimental stage, having passed through tests with complete uniformity of performance.

Gold and Silver Papers in Packaging

GOLD and silver have been used throughout the ages as a decorative medium and their use will never wane. Attractiveness, practicability and shelf wear are the keystones of modern packaging, and products packed the modern way demand papers with special working qualities.

Gold and silver papers should not be regarded as ordinary papers. For instance, milady's powder box



Exterior view, Artcote Papers, Inc.

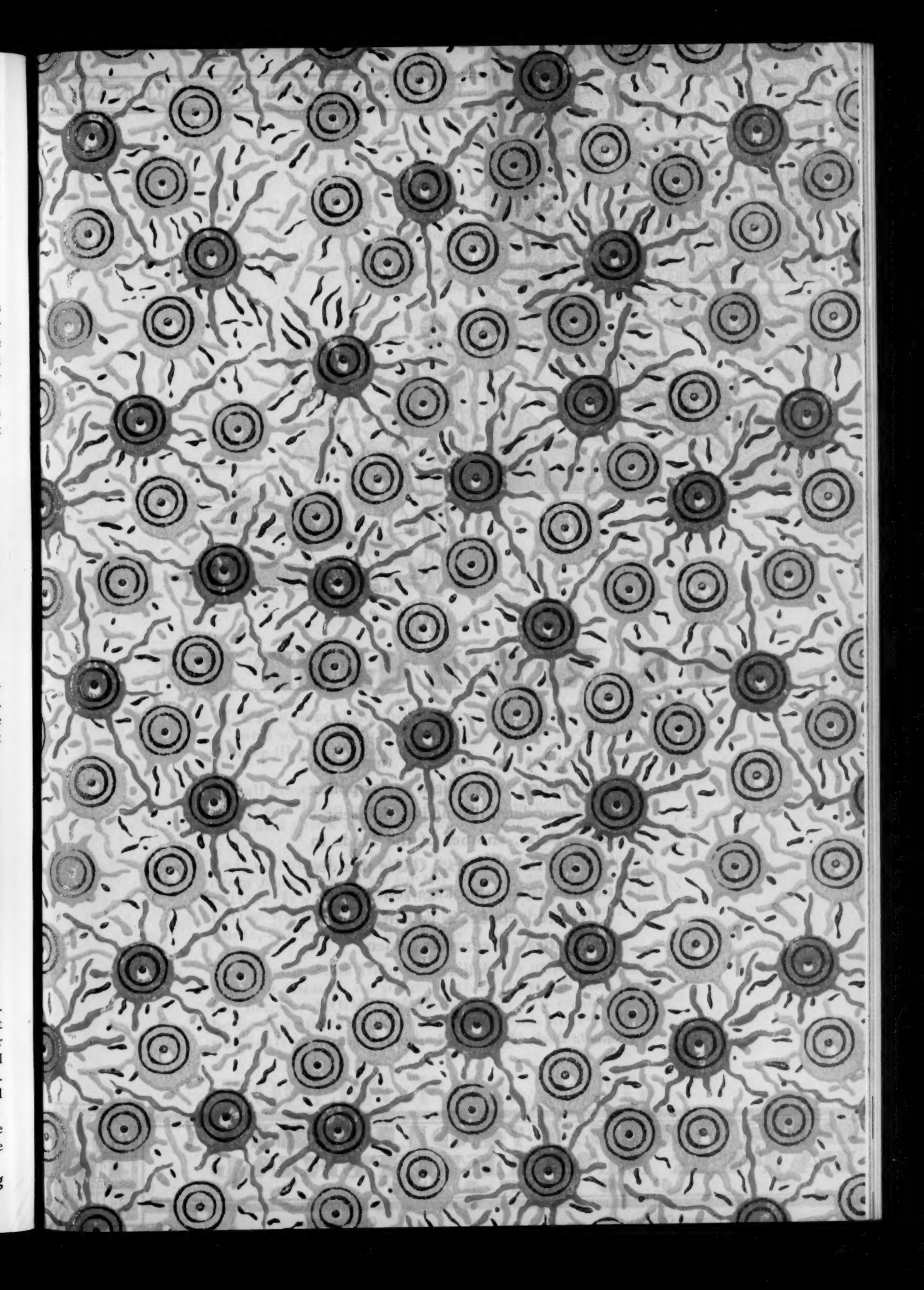
as well as numerous other boxes are provided with edgings, coverings and linings of gold or silver paper. Such papers should be water-proof, bright in appearance and retain their brilliancy without tarnishing throughout

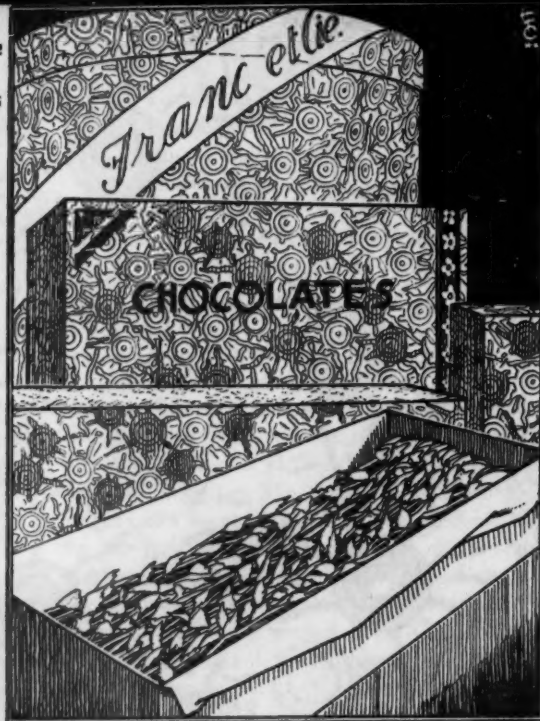


Interior view of plant, Irvington, N. J.

the life of the package (they should be sulphur free). The metallic coatings must be fast, for the box after it is purchased will receive constant wear. If the gold or silver coatings were to rub off so that the particles fall into the contents, the consequences would be serious. Special gold and silver papers are being manufactured with these objectionable features eliminated.

The designer of a package should select and specify the paper to meet his particular requirements and its use





THE MOST COLORFUL PAPER MILL IN AMERICA



SUNLIGHT

As new as the dawn of tomorrow,
as sparkling as sunlight on rippling
water—modern, distinctive, different—
that is Solar, another of the Made in
America Box Covers. Use this dis-
tinctive paper to package your distinc-
tive product. Let its golden gleam
attract the buyers golden
dollars.

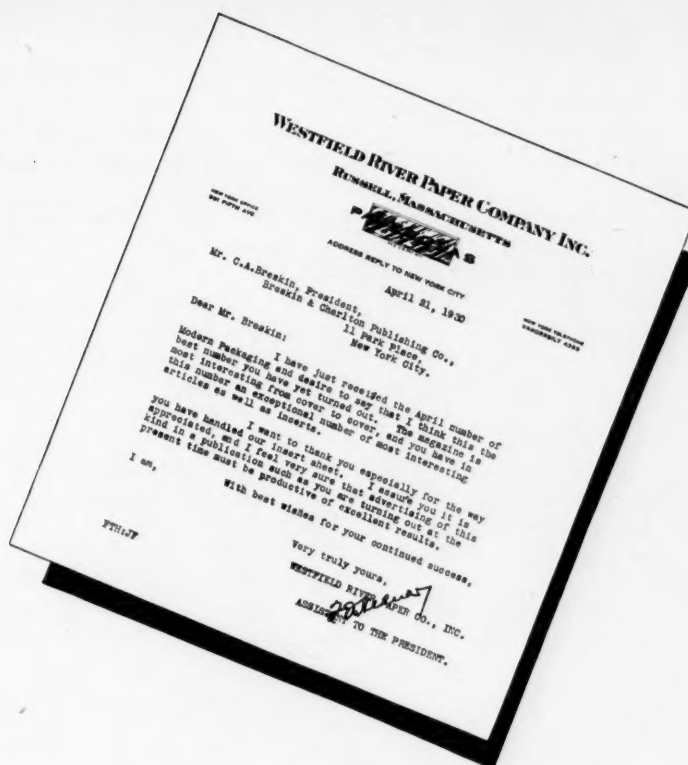
Sample Book will be gladly sent upon request

**DISTRICT COLUMBIA
PAPER MANUFACTURING
C O M P A N Y**

Mills and General Offices

Chicago Office





Many Thanks, Miss Helmer

WE like to get bouquets. We get them often enough and we know that we are pretty darn good....but still we like to get bouquets.

It's all because we know we're pretty good. For if we never got bouquets we might grow content to sit back and think about how good we are.

As it is, though, we keep a bouquet file. This releases every man jack of us for the labor of making us even better. It's a circle; though hardly a vicious one. The better we get, the more bouquets. The more bouquets, the better we must get.

And to you, Miss Helmer, and all our other bouquet-sending friends, we promise that they will not turn our heads. MODERN PACKAGING will continue to be an ever-finer source of information, an ever-finer publication let the bouquets fall as they may.

MODERN PACKAGING
11 Park Place New York, N. Y.

should be employed throughout. If the box has gold or silver paper as a decoration, the lined boxboard, the label on the product, the display material, advertising matter and anything used in conjunction with it should be similarly decorated.

Not enough attention has been paid to these important details. In numerous cases there have been several kinds and shades of metallic paper for one product and the results were not at all attractive.

The working qualities of gold and silver papers are of the greatest importance. Light weight kraft-backed stocks are suitable for box edgings, white-backed stocks in various weights for labels, box wraps, printed and display matter, bristols for cut-outs and booklet covers, as well as non-blocking gummed papers for labels and embossed seals. The paper should be adaptable to the graphic arts; that is to say, such papers should possess the necessary qualities to enable them to take properly the selected inks, assuring satisfactory results. Obviously, too, in the use of such inks, the colors selected should be such that a harmony or blending of colors is attained. Papers with all these qualities can be obtained and should be specified.

Many concerns are coming into their twenty-fifth and fiftieth years of existence, and there is no more fitting way to celebrate these anniversaries than to use gold and silver papers for packages and booklets.

The accompanying photographs show plant views of Artcote Papers, Inc., at Irvington, New Jersey. This company specializes in gold and silver papers and has developed a new process for their manufacture.

Trade Catalogs

Box Coverings: Keller-Dorian Paper Co., Inc., 110 Fifth Ave., New York, has issued a folder of Silk-Velour paper in twelve colors at a new low price which makes it available for all types of fine boxes and distinctive printing.

Box Coverings: McLaurin-Jones Co., Brookfield, Mass., has recently issued three folders of very attractive box covering papers, each folder containing thirteen different colored backgrounds with the design imprinted in gold and silver.

Box Coverings: Bradner Smith & Company, 333 South Desplaines St., Chicago, Ill., has issued a new sample folder of their Cloisonne design in Marvellum box coverings in seven color combinations, each printed in six colors.

Box Coverings: The Hampden Glazed Paper and Card Co., Holyoke, Mass., has issued a very attractive folder called "The Modern Box" in a multi-color tint in an artistic leaf design. This paper is available in assorted colors.

Box Coverings: The Griffith Paper Sales Co., 5356 Chew St., Philadelphia, Pa., has issued two folders of

new box covering papers—the Gold Flower design on six attractively colored backgrounds, and the Moray in seven different shades.

Box Coverings: Tamm & Co., 66 Duane St., New York, has issued two new folders of box covering papers. Series 58 includes three designs—Lotus, Paramount and Valencia—in a variety of colorings. Series 56 is a very comprehensive booklet in ten sections, each displaying a different design in striking and attractive colorings including embossed and plain gold and silver designs.

Box Coverings: The Hampden Glazed Paper & Card Co., Holyoke, Mass., is showing three folders of new decorative box covering papers as follows: "Mode Sateens Embossed," "Sun-Fast Damask," and "Popular Gold and Platinum Embossed." The first two folders include plain colorings in the pastel shades in attractive designs. The gold and platinum papers are richly embossed with attractive designs.

Vacuum Filling Machines: The Karl Kiefer Machine Co., Cincinnati, Ohio, have just issued Catalog No. 25 which illustrates and describes the various types of vacuum machines made by the company. These include 24-stem, 18-stem, 16-stem, 12-stem and 8-stem automatic rotary vacuum filling machines; "Cinati" vacuum filling machines; tray type, "T-L" and "Universal," vacuum filling machines and hand vacuum filling equipment. Included also are references to and illustrations of catsup fillers, tube filling and closing machines, piston type filling machines and other like equipment. Several of the products which are filled by Kiefer equipment are shown in the containers actually used.

Labeling Machines: McDonald Engineering Corporation, 220 Varet St., Brooklyn, N. Y., have issued a new circular illustrating and detailing types of Weeks and McDonald labelers—single, double-end, duplex, front and back, spot and all-around automatic machines. Some of the nationally known products labeled by these machines are listed, forming an imposing group and offering an excellent idea of the versatility of the work performed.

Glue: Swift & Company, Chicago, Ill., has prepared a booklet entitled "A New Era in Glue" which details the progress made by this company in the manufacture of adhesives. An accompanying booklet includes a list of recommended glues for various purposes. "Everhold" and Griptite are suggested for carton sealing on automatic machines, "Visco" and "No. 1 Amber Ground" for folding and lock corner boxes.

Fancy Papers: Artcote Papers, Inc., 380 Coit St., Irvington, N. J., has issued a comprehensive booklet of Artcote gold and silver coated papers which is being mailed to customers in an up-to-date mailing container. The folder contains samples of white back and kraft back papers; ungummed papers; gummed papers and

	<i>Huetting</i> HOSIERY MADE IN U.S.A.	
		

P E R S O N A L L Y E N D O R S E D

Huetting
TRADE MARK
HOSIERY

FIRST
fdi
QUALITY
REGISTERED

P E R S O N A L L Y E N D O R S E D

Kaumagraph's LITHOGRAPHIC SERVICE

by Mr. Reinhard Huettig

When Mr. Reinhard Huettig was recently elected President and Sales Manager of the Vogue Silk Hosiery Co., with New York Sales Offices now located at 385 Fifth Ave., he naturally needed: A name for his product. A distinctive trademark. An arresting package design.

Almost by instinct he came to "Identification Headquarters" . . . the Kaumagraph Company.

Kaumagraph helped determine the selection of the name. Kaumagraph's Art Department created the trademark. Kaumagraph Dry Transfers were adopted for applying the trademark.

Then came the box wrap. Kaumagraph's Lithographic Department originated the design, then executed the wrap which has everywhere been characterized as "stunning."

That a man of Mr. Huettig's long experience turns so naturally to Kaumagraph for identification assistance, is, to us, especially gratifying. To YOU it must suggest the confidence you can feel in putting up to Kaumagraph every problem in connection with the identification of your own hosiery.

Kaumagraph Lithographic Service includes not only box wraps, rider tickets, bands, etc., but also labels, embossed seals, posters, booklets and all your other lithographic requirements. Get in touch with nearest Kaumagraph office.

KAUMAGRAPH COMPANY

200 Varick Street

New York City


Boston . . . Chicago . . . Philadelphia . . . Los Angeles . . . Charlotte, N. C. . . . Chattanooga, Tenn. . . .
Paris, Ont. . . . Paris, France . . . Manchester, Eng.

The Huettig Hosiery Package is "Lithographed by Kaumagraph"

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

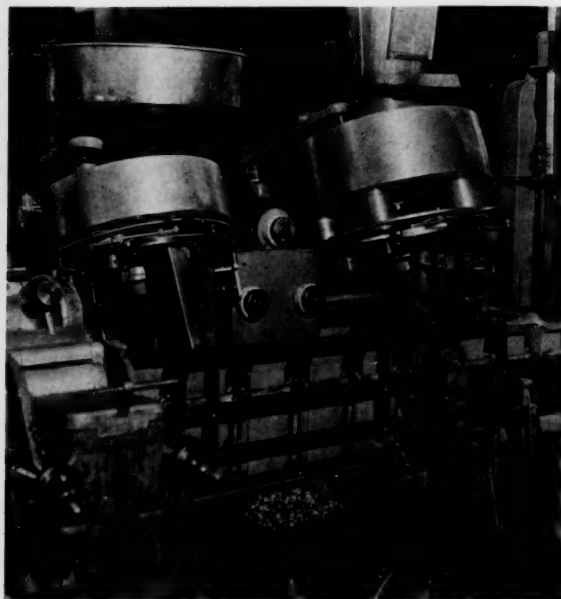
I N M A N
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.



IDENTIFY
 YOUR PRODUCT
 WITH YOUR
PRIDE MARK—
 YOUR WARRANTY OF
QUALITY

OUR EMBOSSED MERCHANDISE
 SEALS WERE THE ONLY ONES
 ADJUDGED FINE ENOUGH FOR
 EXHIBITION BY THE SOCIETY OF
 TYPOGRAPHIC ARTS — 1930

The TABLET & TICKET CO.
 115 E. 23rd ST. NEW YORK 1015-1021 WEST ADAMS STREET CHICAGO 407 SANSOME ST. SAN FRANCISCO



**ANOTHER
 AUTO-PACK**

"WHY WE ADVERTISE"

WERE we to say, "Buy an 'Auto-Pack' today" your reply would no doubt be merely a laugh.

But when we say, "Here is something radically different . . . a new development which is being taken up by your competitors . . . one which you will have to learn about eventually"

Then as a business man interested in getting the best out of your plant, interested in being in the forefront, your reply will be, we have no doubt, just this—"Gentlemen, if you have something better than that which I have been using . . . I want to know about it. I don't promise to buy it . . . but I do want to know what it is all about."

That is our reason for advertising. We want you to ask us to tell you what the "Auto-Pack" is, what it can do and how it fits into your plans. Will you? Today?

**Automatic Packaging
 Machinery Company**

Nashua, N. H.

Selling Agents
Gibbs Brower Co.
 261 Broadway, New York, N. Y.

bristols. Outstanding features of Artcote gold and silver papers of special interest as set forth in the booklet are: they are waterproofed and protected, sulphur free, retain their brilliancy and will not rub off, glue well, fold and have excellent working qualities. Printers and lithographers will find the following facts of interest: the papers are treated especially for ink, no special make-ready is required, will not pick, suitable for halftones, also for rotogravure, lithographing and offset process work. The booklet points out that embossed seal manufacturers will find that these papers emboss and diecut readily, inks lay without picking or absorbing.

Master Metal Unifoil box covers which give a touch of quality and luxury are being manufactured by the Reynolds Metals Co., Inc., Louisville, Ky. A catalog recently issued shows these Unifoil box coverings in gold, silver and a wide variety of rich plain colors in embossed designs as well as Christmas designs which are very bright in the red and green holly and poinsettia prints on silver Unifoil. One unusual as well as useful feature of the catalog is the inclusion of a visualizer to picture the completed Master Metal covered box. This consists of a sheet of cut-out cardboard which, when placed over any one of the samples, gives the effect of a Unifoil covered box. Master Metal Unifoil is manufactured in rolls 25 in. wide containing 500 sheets basis 20 x 25 in., also is carried in stock 20 x 26 in. Special size sheets can be manufactured on a minimum order equivalent to two reams.

New Transparent Covering

A new, transparent, cloth-filled packaging or covering material known as "Marsenette" is said to possess unique advantages and lend itself to a wide variety of uses. The following claims are made by the manufacturer:

First of all, it possesses unusual sightliness. It is made in white and six standard colors: orchid, yellow, cerise, green, amber and blue. These colors are available in both the tarlatane and leno weave netting. Other colors and netting materials can be supplied on orders amounting to 1000 yds. or more.

"Marsenette" is airtight, greaseproof, moisture-proof and dustproof. It does not split or tear easily and is capable of an unusual amount of service. There is no deterioration with age. Because of these qualities, it is admirably suited for bags, envelopes, and can be applied as coverings for large as well as small packages without danger of cracking or crumbling. It is non-inflammable and, being a vegetable product, it is non-poisonous. It is therefore well adapted for use in connection with candy and food products.

It can be printed upon readily with the same types of inks that are used on other greaseproof, transparent covering materials. It is not, however, very receptive to inks which contain drying oils, which must either oxidize or absorb into the fabric. While moisture-proof, the use of "Marsenette" is not recommended on

items that are wet, or under conditions where the product will be subjected to water or excessive humid conditions. There is no appreciable shrinkage in "Marsenette," hence even large items may be wrapped without fear of shrinking to such extent that it would tear itself off the package. Because of its cloth reinforcement, it possesses high tensile strength.

"Marsenette" may be had in sheets or rolls in accordance with any specification. However, sizes must work out to make use of the entire 34-in. width, otherwise there would be waste in the unusable trim.

Some uses for which "Marsenette" is particularly well adapted are: candy bags; candy package coverings; toiletries package coverings; bags for display of fruits, nuts and other food products; protective coverings for blankets, rugs, draperies and other textile products; protective coverings for statuary on display; counter covers; lamp shades; book covers; clothes bags; hat bags; shoe bags; envelopes; costumes; scenery and for decorative purposes.

Andrew McLean Co., 12 East 22nd St., New York City, is the sole distributor of "Marsenette."

Modern Lacquer and Its Uses

THE Story of Modern Lacquer," a booklet recently issued by the Hercules Powder Co., Wilmington, Del., is a very attractive booklet, illustrated in color, on the merits of nitrocellulose lacquer and outlining its various uses—including automobile finishing household and office decoration, for electrical appliances, jewelry, musical instruments, radio goods and boxes and containers for toilet articles. This list merely touches upon its numerous uses but it is given to show the diversity of the industries into which it has made inroads. Lacquer also bids fair to become an important accessory in the packaging field.

The booklet goes on to point out the advantages in the use of modern lacquer which are its quick drying qualities, its high resistance to moisture, and to scratching, wear and dirt. If it does become soiled it can be washed with soap and water without harmful effect upon the finish.

Redesigning for Style

(Continued from page 51) the shelves of such stores. In lettering, decoration, color and shape and "implication" it required a change to fit in with the purpose of the product and the surroundings in which it was placed when on sale. In the new package the blue background carrying the lettering is retained and all other colors of the old package discarded. In shape, while having the same cubical contents, the container has been lengthened but is reduced in width, presenting a more pleasing appearance. The lettering on the front and ends has been changed. The background is formed of pastel rays of cream, pink and buff which simulate silk in texture and present an effective and blended assembly that produces a pleasing and characteristic package.

There Is No Substitute

What package paper permits no substitute?
Discriminating paper buyers have, for
years, been choosing papers designed and
created by Louis Dejonge & Company.

The reason? — Merely this — they have
found the highest standard of excellence
rigidly maintained, both as to originality of
design, and quality of paper.

This continued use of Dejonge Papers by
leaders of the industry is proof positive that
we have successfully maintained the high
standards which have ever been our major
claim for patronage.

LOUIS DEJONGE & COMPANY

Philadelphia

New York

Chicago



2

UNDER NEW MANAGEMENT



700 ROOMS
WITH BATH
 RUNNING ICEWATER.
\$3⁰⁰ SINGLE up
\$5⁰⁰ DOUBLE up
\$10⁰⁰ SUITES
 Excellent Restaurant
 and the Nationally
 Famous **PARAMOUNT**
GRILL

PARAMOUNT HOTEL
 46TH ST. WEST OF BROADWAY
 "IN THE HEART OF TIMES SQUARE"

THE
WORLD'S
TALLEST
HOTEL

New Addition
Gives MORRISON
2,450 Rooms

chicago's

MORRISON HOTEL
 COR. MADISON and CLARK STS.

Already the tallest hotel in the world, the Morrison is destined to become the world's largest and tallest. A new addition, containing 500 rooms, is now under construction—made necessary by an ever increasing demand for Morrison Service.

Radio Set in Every Room

No effort is spared to make each guest's stay most pleasant. Rooms rent for only \$2.50 up, yet every room is outside with bath, running ice-water, bed-head lamp, telephone, Servidor and radio set.



HARRY C. MOIR
 PRES. & GEN. MGR.
 "THE MANAGER OF THE MORRISON"



Nearest Hotel
in the City to
Offices, Stores, Theatres
and
Railroad Stations

AN ADHESIVE FOR EVERY
 MACHINE OR HAND OPERATION

A Chain Is No Stronger

than its weakest link. The appearance of a package no better than the adhesive used in the making. Hence the increasing popularity of



GLUES-GUMS- PASTES

Their use insures that labels will be tightly stuck, that packages will be well sealed, that wraps will be free from "puckers" and blisters. Convince yourself, test a trial lot on one of your "hard" jobs.

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Executive Offices: NEW YORK

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 OF ADHESIVES



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFAC-
TURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN
IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON



The Daily Count

How is it taken?

Slow, costly, inaccurate hand counting, by guess, chalk marks, or other makeshift that breeds error. Productimeters recording daily production on important machines give you the count quickly, accurately and dependably. They make it easy to know your exact production cost per can, your daily output, your label and case requirements—by furnishing accurate, reliable and immediate records of production.

Productimeters are built in over 50 standard models—to fit every counting purpose, on filling, labeling, sealing machines, conveyors, and to tally cans, bottles, cases, boxes, barrels.

Model illustrated is 5F3 can and package counter. Write for complete facts on its application and tell us what you wish to count.

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625 Buffum Street,
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Representatives in Principal Cities

Productimeters

THE SPEEDOMETERS OF INDUSTRY



ORIGINATORS *of* STYLES

ORIGINALLY of style and perfection in workmanship have kept McLAURIN-JONES FANCY BOX PAPERS first in the minds of modern box makers for over a quarter century.

A paper for every package—color schemes for every case will be found in our sample book MP 1 which we offer you for the asking. There is a handy coupon on the reverse side of this page.

McLAURIN-JONES Co.
Brookfield, Mass.

McLAURIN-JONES COMPANY,
Brookfield, Mass.

**Please forward Sample Folio MP4 without any
obligation on our part.**

Firm Name

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Attention

MICROMETER LABELING



JARS at the Bristol-Myers plant are not measured with a micrometer to insure accurate label register, yet so high are the requirements set in this respect that only a Burt labeler can meet the test.

In high speed production...with a minimum of watching...the Burt labeler delivers thousands of labeled jars daily, each up to the standard that demands a label application which is in keeping with the high quality of the product packed.

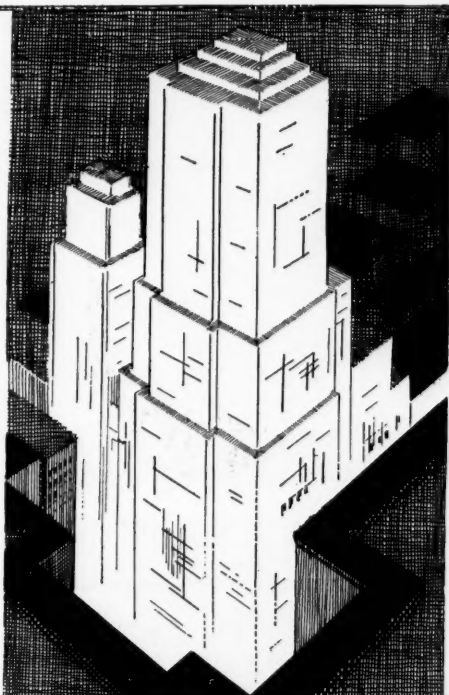
If you package quality in large quantities the BURT labeler is indicated as a matter of economy, efficiency and production. Eliminate that label problem... Call Burt.



BURT MACHINE COMPANY

BALTIMORE MD.

London Representative, C. S. duMont, Windsor House, Victoria Street



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Brand names have substantial property value which it is important to protect and owners of them are sure to prosecute any infringement. It is unsafe to create or use any trade name without an exhaustive search of every registered and unregistered trade mark in existence. Consult our Trade Mark Bureau. The service is free.

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Styles in packages, like styles in architecture, are constantly changing. "U. S." Labels and folding boxes keep up with the modern trend.

There is no problem in merchandising more vital than proper packaging. "U. S." salesmen are experts on all phases of this subject.

Let us be your package counsellors.

The UNITED STATES PRINTING & LITHOGRAPH CO.

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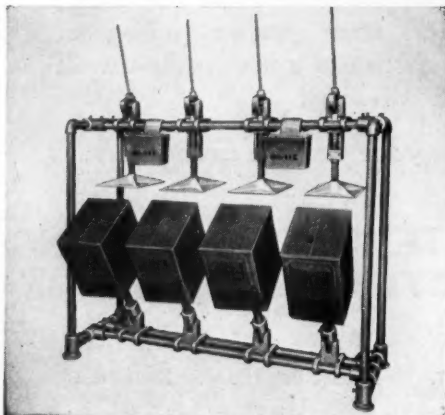
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CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS

Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed



Harmon Sealer Exhibit
National Cannery Convention
Chicago, Jan. 27th

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

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In all seasons by those who know and wish the best upon either the American or European Plan.

Sensible Rates Withal!

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3. A galvanized finish which resists rust longer than any other stapling wire finish.

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Ask for samples and prices

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WIRZ tubes, meeting the needs of the manufacturer in every structural detail, go beyond this to meet the desires of the consumer. Of great beauty before use, they retain a desirable appearance throughout all the period between purchase and ultimate discard.

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